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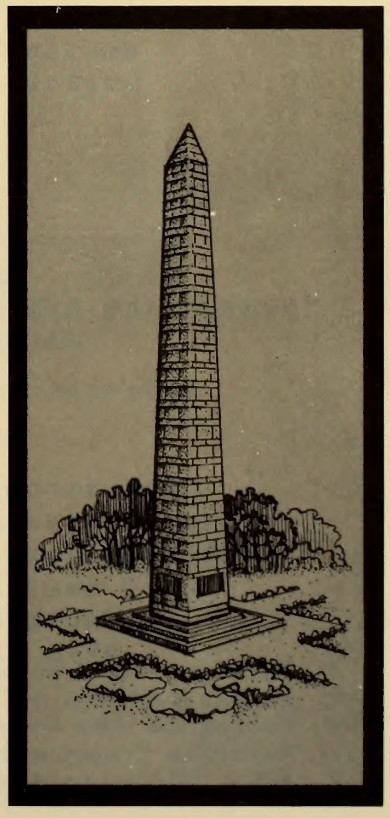

KINGS MOUNTAIN, N.C.

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INTRODUCTION

INTRODUCTION

KINGS MOUNTAIN POPULATION, ECONOMY AND LAND USE ANALYSIS

This is a combined report, embracing as it does a study in depth of the three major aspects of the past growth and present status of Kings Mountain. The Population and Economy portions of this report will treat such things as population growth trends (including migration and the composition of the population); income, education and housing (indicators of the local style of life); the future population; the economic base; specialization and growth potential; the labor force; and conclusions. The Land Use Analysis portion of this report will treat the city's physical setting; present land use characteristics and problems; a comparison of Kings Mountain with other cities; and future land use needs.

This combined report will, in turn, serve as the basis for a second report which will present a land development plan. This land development plan, as the name implies, should serve as a guideline to local decision-makers in their placement and timing of land developments. It should serve as a generalized blueprint for growth showing the most appropriate areas for different kinds of uses. It has no legal status except insofar as its recommendations are incorporated into the zoning text and map. However, it should have a lasting influence on the quantity and quality of development which takes place within Kings Mountain and its environs. In addition, it tries to anticipate future community facilities needs, e.g., street extensions and improvements, water and sewer line extensions, new schools and parks. Techniques and tools for implementing the plan will also be set forth.

In addition to the studies described above, Kings Mountain has contracted with the Division of Community Planning for base maps (which are necessary for the recording of land use information), subdivision regulations (which are necessary for the review of subdivision plats), and a special Central Business District Revitalization Study. While

these six endeavors will not cover the entire field of planning activities, they will give citizens a pretty good picture of their home town's major assets and weaknesses. The planning program will also suggest solutions to some of the impediments which may be holding back the city's growth. Perhaps the most immediate contribution which the planning program can make to the city will be to engender the habit of looking ahead to see if today's policies and improvements will be adequate to meet the needs of the future.

SUMMARY OF POPULATION AND ECONOMIC TRENDS

1. Kings Mountain's 1960 population of 8,008 is expected to increase to 8,473 in 1970 and 8,721 in 1980. These are very modest gains.

2. The population of Kings Mountain Township (#4) is expected to increase from the 14,724 recorded in 1960 to 15,321 in 1970 and 15,546 in 1980. Industrial growth might well inflate the 1980 figure.

3. There was, between 1950 and 1960, a significant out-migration of males, both white and non-white, and a lesser out-migration of white females in the productive years. Non-white females seem to stay put.

4. There is nothing extraordinary about the age, sex or racial composition of the Kings Mountain population. As in most other cities, the proportion of youngsters and oldsters is growing. The proportions of females and non-whites is also growing.

5. The mean family income for Kings Mountain was $5,003 and the median family income (a more meaningful figure) was $4,334 in 1959. The relative closeness of the two figures indicates that there is a pretty uniform distribution of wealth. Per capita income was $1,298 (compared to $1,639 for Urban North Carolina).

6. The median school years completed for all Kings Mountain residents 25 years of age and over was 8.2; however, for non-whites the median was 7.2. Some 23 per cent of the total population and 27 per cent of the non-whites have completed less than five years of formal schooling.

7. Fully 28.7 per cent of all Kings Mountain housing units in 1960 were deteriorating or dilapidated. For non-whites the figure was 61.3 per cent. Within Township #4, 27.6 per cent of the total housing units and 62.2 per cent of the non-white housing units were deteriorating or dilapidated in 1960.

8. Kings Mountain is predominantly a textile manufacturing town -- with a degree of specialization amounting to three times the State proportion of such employment and 13 times the national proportion. Mining is the only other important economic specialty. Diversification is badly needed.

9. With regard to the stability of different industries, it appears that almost 17 per cent of Kings Mountain employment is in activities which are relatively insensitive to changes in the national business cycle, whereas about 55.5 per cent is in quite sensitive activities (including the 50 per cent of employment which is in textiles). The remaining 27.5 per cent falls somewhere in between.

10. Total employment for Kings Mountain residents should be at least 3,298 in 1970 and 3,699 in 1980. These are not very impressive gains over the 1960 figure of 3,044; however, they are proportionate to the projected population gains. There will continue to be much out-migration to work, but it will be overbalanced by in-migration.

11. The 1960 unemployment rate of 7.2 per cent for men and 8.6 per cent for women has been improved considerably. It stood at 3.8 for all covered (insured) employment in 1963. The rates for non-whites were 8.8 per cent for men and 3.4 per cent for women in 1960.

12. Kings Mountain retail sales amounted to $11,028,000 in 1963. This figure represents a 43 per cent increase over the 1958 sales figure of $7,686,000. However, it should be remembered that 1958 was a recession year. The increase of 1963 retail sales over those of 1954 was only 37 per cent.

13. Kings Mountain retail sales constituted 15.8 per cent of the total Cleveland County retail sales in 1948, 18.7 per cent in 1954, 15.9 per cent in 1958, and 17.4 per cent in 1963. Dispersion of convenience goods and some secondary retail outlets to outlying areas has contributed to this irregular pattern.

14. Kings Mountain did tolerably well in circulating the bulk of its total personal income in Kings Mountain stores; town-wide retail sales for 1958 were equal to 74 per cent of the total 1959 personal income. In fact, the town received $694,000 more in retail sales than what could have been garnered if the State ratio (.6728) had prevailed.

15. Although the lumber and hardware and automotive groups registered sales declines in 1958 and the general merchandise and "other retail" groups declined in sales in 1963, it is expected that sales in these and all other categories of goods for 1970 will exceed both the 1954 and 1958 figures. It is estimated that total retail sales for 1970 will amount to $15,825,000. The magnetic influence of Gastonia and Shelby will continue to be strongly felt, but it need not cause the Kings Mountain CBD to abdicate its proper role.

SUMMARY OF EXISTING LAND USE ANALYSIS

1. About one-third of the acreage composing Kings Mountain is undeveloped for urban purposes -- much of it being in the southeastern part of town. Some of this area is very desirable.

2. The largest category of land use in Kings Mountain is residential with 55 per cent of the developed acreage -- followed by transportation with nearly 23 per cent, social and cultural with 12 per cent, production 8 per cent, and business (including services) slightly more than 2 per cent.

3. The largest category of land use in the fringe area is production with 40 per cent of the developed acreage -- followed by transportation with 27 per cent, residential with about 24.5 per cent, social and cultural with 5.5 per cent, and business (including services) with slightly less than 3 per cent.

4. Kings Mountain does not have an excessive amount of land in streets; however, there are several examples of poor platting, dangerous intersections, overly narrow streets, lack of continuity, and so forth.

5. The tendency of industries to locate along the railroad tracks is breaking down. This may be lamentable, but it is inevitable. It is extremely important for Kings Mountain to protect its prime industrial sites from non-industrial invasion.

6. The Central Business District shows signs of physical deterioration. This trend must be arrested if the city is to have a well-balanced economy. Mixed business and service uses in residential areas constitute a problem; so does a lack of off-street parking.

7. Kings Mountain rates pretty well with regard to social and cultural facilities in general. However, some school sites are woefully inadequate. The park and recreation system is

more extensive than in most cities of comparable size. The hospital site seems adequate.

8. No sizeable areas in Kings Mountain seem overcrowded in terms of dwelling units; however, there are some areas where duplexes are numerous. There are about 80 trailer houses in the entire planning area.

9. Approximately 68 per cent of the total Kings Mountain housing inventory was rated "standard" for purposes of this study while 77 per cent of the fringe area's dwelling structures and 70 per cent of the planning area's received this classification.

10. The non-white housing picture is considerably worse with only 30 per cent of the city's non-white-occupied dwelling structures rated "standard." Non-white housing in the fringe area was about 50 per cent "standard."

11. Kings Mountain has done a relatively good job of annexing contiguous developed areas in past years and in extending water and sewer services to areas which need it. However, more of this needs to be done.

12. The present zoning ordinance may be functioning as a deterrent to sound development since it is quite out-of-date. It needs to be broadened in scope and power to include the fringe area, regulate signs and certain other uses now practically ignored, and add some additional districts in order to make a better distinction between types of functional areas.

13. It is projected that an additional 112 acres within Kings Mountain (as expanded) will come into development by 1970 and another 148 acres by 1980. This makes a total of 260 acres for which a proveable demand exists. Considering as well those portions of the fringe area which will not be annexed by 1980 it is probably safe to assume that a total of 500 acres will come into development by that year.

14. The up-coming Land Development Plan will attempt to show which areas within Kings Mountain and its environs would be best for certain types and intensities of development -- along with recommendations on major thoroughfares and other community facilities locations -- and techniques for implementing the Plan.

PART I

POPULATION

PART I

POPULATION

PART I

POPULATION

Kings Mountain had a population of 8,008 in 1960. This was an 802-person increase over its 1950 population of 7,206 and a 5,946-person increase over its 1900 population of 2,062. The following table shows population trends for Kings Mountain City, Kings Mountain Township #4, and Cleveland County.

TABLE 1 POPULATION TRENDS FOR SELECTED AREAS, 1900-1960

	Kings Mountain City	Kings Mountain Twp. #4	Cleveland County
1900	2,062	3,570	25,078
1910	2,218*	4,511*	29,494*
Per Cent Change	+ 7.6	+26.4	+17.6
1920	2,800	7,217	34,272
Per Cent Change	+26.2	+60.0	+16.2
1930	5,632*	10,555	51,914
Per Cent Change	+101.1	+46.3	+51.5
1940	6,547	11,998	58,055
Per Cent Change	+16.2	+13.7	+11.8
1950	7,206	13,467	64,357
Per Cent Change	+10.1	+12.2	+10.9
1960	8,008*	14,724	66,048
Per Cent Change	+11.1	+ 9.3	+ 2.6

*1910-1920: Part of Gaston County, comprising East Kings Mountain Town (1910 population, 383) and part of Kings Mountain Town (1910 population, 646) annexed in 1916.

*1920-1930: Part of Township #4 including East Kings Mountain Town (1920 population, 835) annexed to Kings Mountain Town in 1923.

*1940-1950: Kings Mountain City returned as a town in 1940.

*1950-1960: Part of Township #4 annexed to Kings Mountain City.

Source: U. S. Bureau of Census

It can be seen from the foregoing table that the decade of slowest growth was that of 1900-1910. The decade having the highest growth rate was that of 1920-1930. The 1910-1920 period and the 1930-1940 period also experienced substantial growth on a percentage basis. However, the growth rate slowed down somewhat between 1940-1950; and it picked up only slightly between 1950-1960. What this means for the future of the city is hard to assess since one large new industry and/or a sizeable annexation could change the picture at any time. However, barring such eventualities it would seem that there will be no large spurts in population in the future. The role of the surrounding township (#4), and of Crowder's Mountain Township in Gaston County, in catching the residential and commercial overflow from Kings Mountain must be carefully weighed. It will be noted from the table above that the decade of greatest proportionate growth for Kings Mountain Township #4 is different from the City and for Cleveland County as a whole. For the township, the 1910-1920 period saw the greatest growth -- with 1920-1930 and 1900-1910 fairly close behind. The County's 51.5 per cent increase between 1920-1930 is remarkable considering the size of the base figure.

Another interesting comparison between Kings Mountain, its township and the County as a whole can be drawn by listing the various townships and their population trends along with projections for 1970 and 1980. Such is done in the following table.

It will be noted that Shelby Township is far and away the largest one population-wise. It is almost twice as large as Kings Mountain Township #4, which in turn is more than twice as large as the third largest township, Double Shoals (#9).

TABLE 2 POPULATION BY MINOR CIVIL DIVISIONS - CLEVELAND COUNTY 1940-1960, PROJECTED 1970-1980

	1940	1950	1960	1970*	1980*
Twp. #1, River	1,051	1,022	775	589	450
Twp. #2, Boiling Springs	2,925	3,876	3,822	3,601	3,276
Twp. #3, Rippys	3,158	3,427	3,415	3,274	3,083
Two. #4, Kings Mountain	11,998	13,467	14,724	15,321	15,546
Kings Mountain City	6,547	7,206	8,008	8,473	8,721
Twp. #5, Warlock	2,900	3,209	3,004	2,619	2,248
Twp. #6, Shelby	20,150	23,431	26,024	27,368	28,201
Twp. #7, Sandy Run	3,677	3,455	3,090	2,619	2,184
Twp. #8, Polkville	3,487	3,594	2,533	1,702	1,092
Twp. #9, Double Shoals	6,050	5,331	6,071	6,548	6,938
Twp. #10, Knob Creek	1,217	1,834	1,428	1,113	771
Twp. #11	1,442	1,711	1,162	720	450
Cleveland County	58,055	64,357	66,048	65,474	64,239

*Projections based on County totals.
Source: U. S. Bureau of Census, Unpublished data computed by Division of Community Planning
Projections computed by Division of Community Planning.

MIGRATION OF THE POPULATION

A technique frequently used for analyzing the migration pattern of a given locale is to calculate the natural population increase during the decade (total births minus total deaths); add the increase to the base period (1950) in order to determine the expected population change during the decade; then compare the results with the actual population ten years hence (1960). If the actual population exceeds the expected population, in-migration has occurred; but, if the actual population is less than the expected population, out-migration has taken place.

Table 3, which was computed using the procedure defined above, indicates that during the last decade the white population of Cleveland County had a natural increase of 7,940 persons. By adding this to the population of the base year (1950), we obtain the expected 1960 population of 58,224 persons. Then, the expected 1960 population is compared with the actual 1960 population, indicating a population loss from migration of 6,974 white persons in the last decade. Utilizing the

same method, it appears that Cleveland County's non-white population decreased as a result of out-migration in the amount of 3,460 persons. By adding together the out-migration losses incurred by the two races, it is shown that Cleveland County experienced a total out-migration of 10,434 persons.

TABLE 3 1950-1960 MIGRATION TRENDS BY RACE FOR CLEVELAND COUNTY

WHITE:	
1950 Population	50,284
Natural Population Increase during the Decade	7,940
Expected 1960 Population	58,224
Actual 1960 Population	51,250
Population Loss from Migration	-6,974
NON-WHITE:	
1950 Population	14,073
Natural Population Increase during the Decade	4,185
Expected 1960 Population	18,258
Actual 1960 Population	14,798
Population Loss from Migration	-3,460

Natural Population Increase:

Total Births less Total Deaths

Cleveland County:	White	11,427 - 3,487 = 7,940
	Non-White	5,212 - 1,027 = 4,185

Source: U. S. Bureau of Census

Kings Mountain has also lost many citizens as a result of out-migration. However, statistics on natural increase are not available from the Census for cities of less than 10,000 population, so a different approach will have to be taken to understand the migration picture. Table 4 illustrates migration trends by race, sex, and age for Kings Mountain. Hence, it shows what kinds of persons are out-migrating.

TABLE 4 NET MIGRATION BY RACE, SEX AND AGE GROUPS, KINGS MOUNTAIN 1950 - 1960

Age Group in 1950	Under 5 Yrs.	5-9	10-14	15-19	20-24	25-34	35-44	45-54
WHITE POPULATION								
Males:								
1950 Population	428	342	296	247	249	492	440	291
1960 Population	400	280	204	210	252	446	377	227
Per Cent of 1950 Group Present in 1960	93.5	81.9	68.9	85.0	101.2	90.7	85.7	78.0
Females:								
1950 Population	366	315	271	276	310	527	476	302
1960 Population	376	285	224	237	265	463	438	260
Per Cent of 1950 Group Present in 1960	102.7	90.5	82.7	85.9	85.5	87.9	92.0	86.1
NON-WHITE POPULATION								
Males:								
1950 Population	59	54	40	30	29	70	60	30
1960 Population	71	39	28	17	33	60	64	25
Per Cent of 1950 Group Present in 1960	120.3	72.2	70.0	56.7	113.8	85.7	106.7	83.3
Females:								
1950 Population	45	51	39	33	41	84	61	40
1960 Population	55	49	36	36	49	71	54	37
Per Cent of 1950 Group Present in 1960	122.2	96.1	92.3	109.1	119.5	84.5	88.5	92.5
TOTAL POPULATION								
Males:								
1950 Population	487	396	336	277	278	562	500	321
1960 Population	471	319	232	227	285	506	441	252
Per Cent of 1950 Group Present in 1960	96.7	80.6	69.0	81.9	102.5	90.0	88.2	78.5
Females:								
1950 Population	411	366	310	309	351	611	537	342
1960 Population	431	334	260	273	314	534	492	270
Per Cent of 1950 Group Present in 1960	104.9	91.3	83.9	88.3	89.5	87.4	91.6	80.7

Source: U. S. Bureau of Census

Analysis of the foregoing table shows that the largest out-migration of white males occurs in the 10-14, 45-54, 5-9, 15-19 and 35-44 age groups (1950 ages) in that order. The only age group which exhibits a net in-migration is the 20-24 group (the members of which were 30-34 in 1960). Among white females the 10-14 group is again the highest in out-migrants -- though it is 14 per cent lighter than the men's -- followed closely by the 20-24, 15-19, 45-54, and 25-34 year-olds (1950 ages). The only white female age group which exhibits a net in-migration is the "under 5" group (whose members were 10-15 in 1960). For non-white males there is a heavy out-migration in the 15-19 age group with lighter, but still significant, out-migration among 10-14, 5-9, 45-54, and 25-34 year-olds (1950 ages) in that order. There is heavy in-migration in the "under 5" group, the 20-24 group and the 35-44 group. Among non-white females there is a modest amount of out-migration in the 25-34 and 35-44 age groups. There is a rather heavy in-migration in the "under 5", 20-24 and 15-19 groups.

What do these trends mean to Kings Mountain's future? First of all, they show that many of the fine young people who have been educated in Kings Mountain schools are leaving to seek their fortunes elsewhere. Except for the 20-24 age group (those 30-34 in 1960), males of both races have left in significant numbers -- whereas fewer white females have left, and non-white females seem to stay put. The "under 5" group is increasing for three of the four categories; and the elderly group is increasing. There is, in other words, a differential tendency favoring the retention of dependents.

COMPOSITION OF THE POPULATION

It is necessary to scrutinize rather closely the age, sex and racial characteristics of the Kings Mountain population in order to determine future school enrollment, consumption patterns, employment, and so forth. This involves a knowledge of which segments of the population are increasing or decreasing. Tables 40-44 (Appendix) provide this information.

According to Tables 40-42 the male age groups which increased in proportion to the total population between 1940 and 1960 are the 0-14 group and the 35 and older group. This leaves a 20-year gap at the lower end of the productive years where the proportion is decreasing. For females the gap is even larger. The 0-9 group is increasing and so is the 40 and older group. It is the 10-39 group which is decreasing. This does not bode well for natural replenishment of the population. For white males the pattern is a little different than for all males; the 10-14 group still shows a relative increase, but the 0-9 group does not. The 35 and over group is increasing. For white females the only group that is increasing is the 45 and over group. Here again a dearth of women in the child-bearing years appears. For non-white males the pattern is identical to that of white males. For non-white females the pattern is very irregular and puzzling. Age group 0-9 increased between 1940 and 1960 -- as did the 35-44 group and the 55 and over group. Proportionate losses were sustained in the 10-34 and 45-54 groups. Clearly, non-white females are not as apt to out-migrate as are members of the other three categories. As was pointed out in the discussion on migration, the dependency status of the population is worsening over the years; i.e., a relatively smaller labor force must support a growing number of children and retired folks.

The sex distribution is fairly even in Kings Mountain, but it seems to be following national trends in that the proportion of women is growing. Table 5 gives a breakdown of the population by sex for Kings Mountain and Cleveland County for 1940, 1950 and 1960 (based on Census data) and for 1970 and 1980 (based on projections). It will be noted that the sexes are slightly better balanced in the County as a whole than they are in Kings Mountain.

TABLE 5 PERCENTAGES OF MALES AND FEMALES IN RELATION TO TOTAL POPULATION, KINGS MOUNTAIN AND CLEVELAND COUNTY

	Kings Mountain					Cleveland County				
	1940	1950	1960	1970	1980	1940	1950	1960	1970	1980
Males	48.6	48.9	48.1	47.2	46.7	49.6	49.1	48.6	48.1	47.6
Females	51.4	51.1	51.9	52.8	53.3	50.4	50.9	51.4	51.9	52.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

The racial breakdown for Kings Mountain and Cleveland County is shown in Table 6, both for the recent past and the likely future. It will be noted that the percentage of non-whites is growing somewhat in Kings Mountain, whereas the percentage of non-whites in Cleveland County seems to have stabilized. These observations indicate that some non-whites are moving from rural areas into urban ones.

TABLE 6 PROPORTIONS OF WHITES AND NON-WHITES TO TOTAL POPULATION, KINGS MOUNTAIN AND CLEVELAND COUNTY

	Kings Mountain					Cleveland County				
	1940	1950	1960	1970	1980	1940	1950	1960	1970	1980
White	87.9	87.8	85.7	84.1	81.0	77.9	78.1	77.6	76.8	75.7
Non-White	12.1	12.2	14.3	15.9	19.0	22.1	21.9	22.4	23.2	24.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

INCOME, EDUCATION AND HOUSING

The style or quality of life which prevails in a given community can best be measured by the income earned by its workers, by the educational attainment of its citizens, and by the housing wherein said citizens dwell. Analysis of these three inter-related factors reveals a great deal about the present and future well-being of the community.

Income

Table 7 gives the family income distribution for Kings Mountain and Cleveland County based on the 1960 Census (reporting 1959 income). This table not only shows the numbers of families in each income bracket, it shows what percentage of the total income is earned by what percentage of the total families.

For 29.8 per cent of the families to earn 9.9 per cent of the income is not good. At the other extreme, 11.8 per cent of the families earn 30.2 per cent of the income. This rough 3:1 ratio of earning power to need is, however, typical of many towns. The poverty group (those with incomes of less than $3,000) earns about one-third of what would be its "share" if total income were evenly divided, whereas the families earning $8,000 or more per year garner about three times their "share." Of course, education, skill, initiative and opportunity all conspire to bring about and perpetuate the disparity. The middle-income group, as in other towns, earns only slightly more than its proportionate "share" of the total income. For Cleveland County the proportions are almost exactly the same -- except that the middle-income group earns a slightly larger percentage of the total income relative to the number of families composing the group. The closeness of the mean and median income figures (only $669 difference) is a good sign which will be commented on later.

For non-whites the picture is considerably worse. There were evidently no non-white families in Kings Mountain having incomes of $8,000 or more in 1959. Some 60 per cent of the families earned less than $3,000 and these families shared only 37.7 per cent of the non-white income. Forty per cent of the non-white families earned 62.3 per cent of the non-white income. The mean and median incomes were very close, but they were far below the white mean and median figures. To be specific, the non-white median was $1,672 below the white median while the mean was $2,252 below the white mean. Within Cleveland County there was a small group of non-white families (42) who earned $8,000 or more in 1959, constituting almost 7 per cent of the total

non-white income for the County. Generally speaking, three-quarters of the families were in the poverty group where they earned 47 per cent of the total income while the other quarter was in the middle-income group where they earned 46 per cent of the income. Table 8 presents the non-white income picture.

TABLE 7 1959 INCOME FOR KINGS MOUNTAIN AND CLEVELAND COUNTY

	Per Cent of Income	Kings Mountain	Per Cent of Families	Per Cent of Income	Cleveland County	Per Cent of Families
ALL FAMILIES:		2,005			16,161	
Under $1,000		150			1,826	
$1,000 to $1,999	9.9	198	29.8	12.4	1,896	36.5
$2,000 to $2,999		250			2,176	
$3,000 to $3,999		304			2,422	
$4,000 to $4,999		301			2,108	
$5,000 to $5,999	59.9	235	58.4	58.4	1,798	52.9
$6,000 to $6,999		182			1,322	
$7,000 to $7,999		148			895	
$8,000 to $8,999		75			594	
$9,000 to $9,999	30.2	40	11.8	29.2	304	10.6
$10,000 and over		122	(10,000-14,999)		555	
			(15,000-24,999)		181	
			(25,000 & over)		84	
Total Family Income		$10,031,500			$73,918,500	
Median Family Income		$ 4,334			$ 3,901	
Mean Family Income		$ 5,003			$ 4,574	
Total Personal Income		$10,392,634			$76,597,537	
Per Capita Income		$ 1,298			$ 1,160	

Source: U. S. Bureau of Census

TABLE 8 1959 INCOME FOR KINGS MOUNTAIN AND CLEVELAND COUNTY

	Per Cent of Income	Kings Mountain	Per Cent of Families	Per Cent of Income	Cleveland County	Per Cent of Families
NON-WHITE FAMILIES:		220			2,753	
Under $1,000		35			746	
$1,000 to $1,999	37.7	32	60.0	47.1	731	74.4
$2,000 to $2,999		65			570	
$3,000 to $3,999		48			348	
$4,000 to $4,999		25			203	
$5,000 to $5,999		4			56	
$6,000 to $6,999	62.3	8	40.0	46.0	44	24.1
$7,000 to $7,999		3			13	
$8,000 to $8,999	0		0	6.9	31	1.5
$9,999 to $9,999					3	
$10,000 and over					8	
Total Family Income		$605,000			$6,141,500	
Median Family Income		$ 2,662			$ 1,863	
Mean Family Income		$ 2,750			$ 2,231	
Total Personal Income		$626,780			$6,362,594	
Per Capita Income		$ 548			$ 430	

Source: U. S. Bureau of Census

It will be appropriate here to define three terms commonly used in measuring income:

Mean Family Income - The total income of all families divided by the number of families.

Median Family Income - The point at which half the families had more and half had less income.

Per Capita Income - The total income of all families and individuals divided by the total population.

Chart 1 illustrates and compares the above defined income measures for Kings Mountain, Shelby, Cleveland County, Urban North Carolina, and Urban United States.

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Raleigh

1959 INCOME MEASURES FOR KINGS MOUNTAIN AND

- URBAN U. S.
- URBAN N. C.
- SHELBY
- CLEVELAND COUNTY

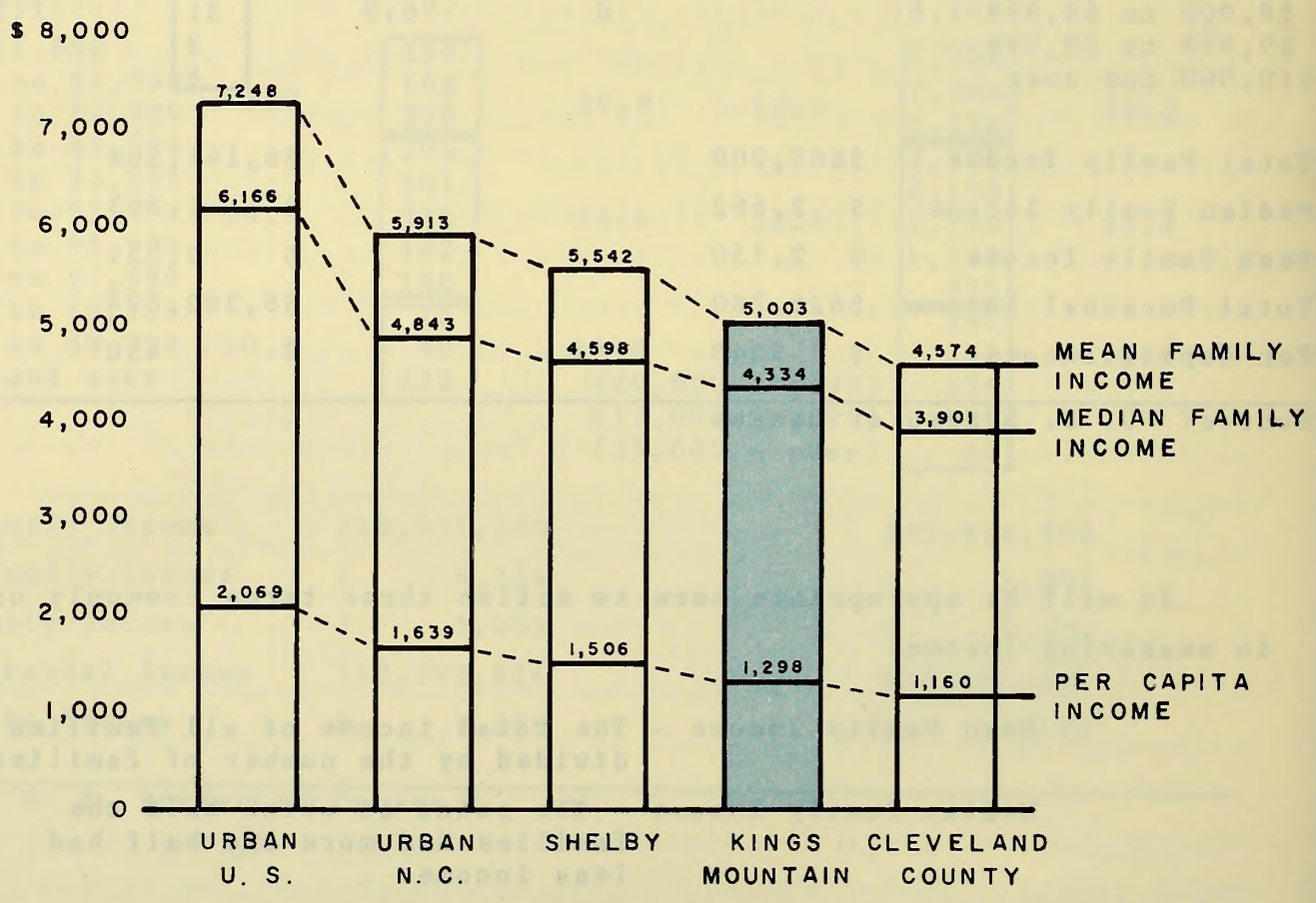


CHART - I

The distribution of income is a very important factor in community growth and prosperity. If a small percentage of the families earn a large percentage of the income and vice-versa a very undesirable situation ensues. The well-to-do families are more likely than the poor families to spend a large portion of their income in distant places. It is easier for them to go to Charlotte, for instance, to buy clothes and home furnishings than it is for the less affluent. Then too, well-to-do families do not need to spend such a large portion of their income for the necessities of life; they are free to save or invest their surplus and this is often done with out-of-town firms. No blanket proscription of out-of-town shopping or investing is intended; however, it is important to know what proportion of the families constitute a captive market because of their poverty. Fortunately, Kings Mountain has a good-sized middle income class; such is always a balancing factor. Kings Mountain is only about $500 behind Urban North Carolina in terms of median family income, the most valid measure, and is thus doing tolerably well for a textile town.

Educational Attainment

The level of education enjoyed by the citizenry of a town or county obviously has a lot do to with their earning power. Table 9 shows 1960 educational data for Kings Mountain and Cleveland County, specifically the number and per cent of persons 25 years of age and over who have reached certain educational plateaus.

Examination of the table reveals that 23 per cent of Kings Mountain adults are functional illiterates (i.e., they have completed four years or less of school). Approximately 34 per cent have barely completed the eighth grade, another 30 per cent have completed high school, and only 13 per cent have had any college. The median number of school years completed is 8.2. (For Township #4, the median is 8.1.) For non-whites the levels of attainment are somewhat lower. Some 27 per cent are functional illiterates, 37.5 per cent have completed the eighth grade, 30.2 per cent stopped with a high school diploma, and only 5.3 per cent

attended college. The median number of school years completed by non-whites is 7.2. By way of comparison, Shelby City's median is 10.2 (10.9 for whites and 7.2 for non-whites) and Shelby Township's median is 8.7 years of school completed.

TABLE 9 1960 EDUCATIONAL DATA - KINGS MOUNTAIN AND CLEVELAND COUNTY

	Kings Mountain				Cleveland County			
	Total	Per Cent	Non-White	Per Cent	Total	Per Cent	Non-White	Per Cent
Years of School Completed:								
Persons 25 yrs. old & over	4,146	100.0	486	100.0	33,757	100.0	5,713	100.0
No school yrs. completed	216	5.2	43	8.8	1,219	3.6	371	6.5
Elementary:								
1 to 4 yrs.	739	17.8	89	18.3	4,977	14.8	1,374	24.0
5 to 7 yrs.	1,053	35.4	153	31.5	8,908	26.4	1,850	32.4
8 yrs.	352	8.5	29	6.0	2,981	8.8	496	8.7
High School:								
1 to 3 yrs.	618	14.9	92	18.9	5,597	16.6	899	15.7
4 yrs.	630	15.2	55	11.3	6,291	18.6	472	8.3
College:								
1 to 3 yrs.	264	6.4	11	2.3	2,123	6.3	66	1.2
4 yrs. or more	274	6.6	14	2.9	1,661	4.9	185	3.2
Median School Years Completed	8.2		7.2		8.6		6.8	

Source: U. S. Bureau of Census

Cleveland County's median for both races is higher than Kings Mountain, but its median for non-whites is lower. Cleveland County has a lower percentage of adults with no formal education than does Kings Mountain. It also has a lower percentage with a full or partial elementary school education. However, the County as a whole ranks higher in high school graduates than does Kings Mountain. Kings Mountain has the edge on college veterans. Some 25 per cent of the total County population was enrolled in school in 1960 -- 75 per cent

of those being in the elementary grades. Only 412 were enrolled in college (including 11 non-whites).

One final observation should be made with regard to educational levels and that is that they would undoubtedly be higher if many of the better-educated natives of the town had not migrated elsewhere to seek employment. This is often the case because, generally speaking, the further a person pursues his education the more employable he is. If local firms cannot use a highly educated or skilled person's talents he cannot stay or locate in the town, as the case may be, unless he is willing to commute some distance to work. This fact should provide some encouragement for industrial diversification.

Housing Quality

The quality of housing within a community will ordinarily be a pretty accurate reflection of the income level which prevails. It is therefore useful to analyze census data that will throw some light on the housing stock currently occupied by townspeople. Analysis of Table 10 shows that the percentage of sound housing is higher in Shelby and Kings Mountain Township #4 than it is in Kings Mountain proper and Cleveland County. Combining the deteriorating and dilapidated categories into a new category called "substandard" it appears that 28.7 per cent of Kings Mountain's total housing inventory is in bad shape. For the surrounding township the figure is 27.6 per cent, for Shelby 24.6 per cent and for the County 32.1 per cent. For non-whites, the picture is, of course, much worse. The following table gives housing data for the four jurisdictions mentioned above for both races combined, then for non-whites alone.

Chart 2 depicts in a graphic way the percentage of substandard housing units in Kings Mountain considering first both races, and second each race separately.

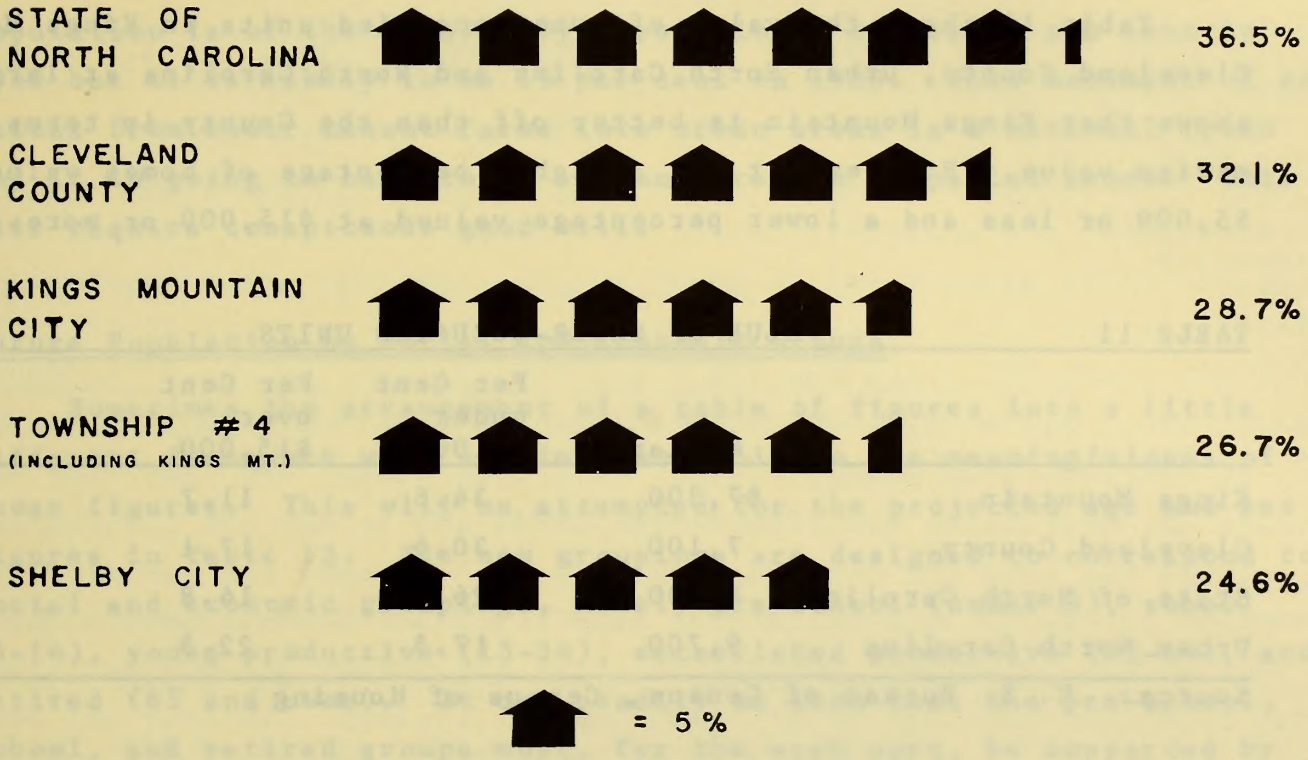
TABLE 10 HOUSING DATA

	Kings Mountain		Township Number 4		Shelby		Cleveland County	
	Number	Per Cent	Number	Per Cent	Number	Per Cent	Number	Per Cent
(Both Races)								
All Housing Units	2,295	100.0	4,206	100.0	5,416	100.0	18,731	100.0
Sound	1,635	71.3	3,044	72.4	4,085	75.4	12,707	67.9
With all plumbing	1,452		2,404		3,777		10,307	
Lacking some plumbing	183		640		308		2,400	
Deteriorating	549	23.9	896	21.3	921	17.0	3,920	20.9
With all plumbing	186		271		500		1,171	
Lacking some plumbing	363		625		421		2,749	
Dilapidated	111	4.8	266	6.3	410	7.6	2,104	11.2
(Non-Whites)								
All Housing Units	279	(12.2)	550	(13.1)	987	(18.2)	2,985	(15.9)
Sound	108	38.7	208	37.8	410	41.5	916	30.7
With all plumbing	87		105		251		445	
Lacking some plumbing	21		103		159		471	
Deteriorating	91	32.6	185	33.6	304	30.8	996	33.4
With all plumbing	15		25		40		80	
Lacking some plumbing	76		160		264		916	
Dilapidated	80	28.7	157	28.6	273	27.7	1,073	35.9

Source: U. S. Bureau of Census, Census of Housing

Another factor which enters into the housing quality picture is home ownership. Some 54.7 per cent of the housing units in Kings Mountain are owner-occupied. Of these 1,255 housing units, 90 per cent are white-occupied and 10 per cent are non-white-occupied. Because 4.2 per cent (or 97) of the housing units were vacant in 1960, the total of renter-occupied units was only 943 (or 41.1 per cent). Of these 943 renter-occupied units, 83.8 per cent were white-occupied and 16.2 per cent were occupied by non-whites. For Cleveland County the percentage of owner-

SUBSTANDARD HOUSING AS A PERCENT OF TOTAL DWELLING UNITS FOR KINGS MOUNTAIN AND SELECTED AREAS



STANDARD & SUBSTANDARD HOUSING AS A PERCENT OF TOTAL DWELLING UNITS BY RACE FOR KINGS MOUNTAIN

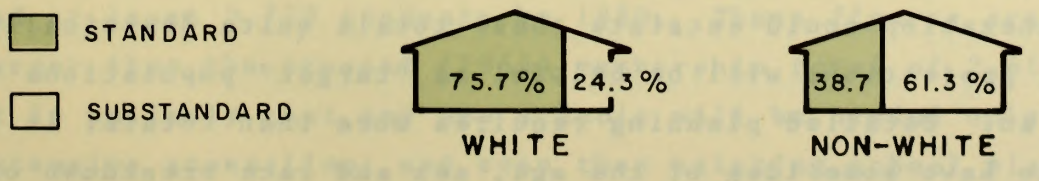


CHART -2

occupied units was 54.8 -- of which 91.6 per cent were white-occupied and 8.4 per cent non-white-occupied. Exactly 7 per cent of the housing units were vacant in 1960, so this left 38.2 per cent of the inventory as renter-occupied -- of which 70.3 per cent was white-occupied and 29. per cent non-white-occupied.

Table 11 shows the value of owner-occupied units in Kings Mountain Cleveland County, Urban North Carolina and North Carolina at large. It shows that Kings Mountain is better off than the County in terms of median value. However, it has a higher percentage of homes valued at $5,000 or less and a lower percentage valued at $15,000 or more.

TABLE 11 VALUE OF OWNER-OCCUPIED UNITS

	Median	Per Cent under $5,000	Per Cent over $15,000
Kings Mountain	$7,300	34.6	11.7
Cleveland County	7,100	30.6	17.1
State of North Carolina	8,000	26.4	16.8
Urban North Carolina	9,700	17.5	22.5

Source: U. S. Bureau of Census, Census of Housing

THE FUTURE POPULATION

As already pointed out in Table 2, Kings Mountain Township #4 is expected to reach a population of 15,321 by 1970 and 15,546 by 1980. Kings Mountain proper is expected to reach a population of 8,473 by 1970 and 8,721 by 1980. These figures represent projections from past trends and are by no means predictions. One major new industry or a sizeable annexation could escalate these totals quite drastically. However, these projections will be helpful as "target" populations for which to plan. Detailed planning requires more than totals; it is important to have some idea of the age, sex and race breakdown of the future population. Tables 43-44 in the Appendix give age, sex and

race projections for Kings Mountain for 1970 and 1980 along with per cent distributions. They show a continuing decline in the proportion of males. Furthermore, they show a net decline for men and women aged 35-40 between 1960 and 1980. This is the "depression generation." Declines in other age groups are possible, but unlikely. Furthermore, they portend a steady increase in the proportion which the non-white population is of the total city population. It was 12 per cent in 1940 but it is likely to be 19 per cent in 1980. This movement of non-whites from their tenant farms into urban areas is a national trend and it is going to have to be accommodated in a spatial sense. This will require conspicuous good will.

Future Population by Social and Economic Groups

Sometimes the arrangement of a table of figures into a little different framework will add immeasureably to the meaningfulness of those figures. This will be attempted for the projected age and sex figures in Table 12. The new groupings are designed to correspond to social and economic groupings, namely pre-school (under 5), school (5-14), young productive (15-34), established productive (35-64), and retired (65 and over). It can readily be seen that the pre-school, school, and retired groups must, for the most part, be supported by the young and established productive groups. The relative size of the productive and dependent groups will have considerable bearing on school enrollment, consumption and employment patterns. Table 12 shows projected numbers and per cent distributions for the various social and economic groups.

Analysis of the table shows that the Kings Mountain School System can expect at least 2,555 students in its in-town schools by 1970 and at least 2,778 students by 1980. These figures are not much larger than the present (1964) membership total of 2,419. Consequently, it is unlikely that any new schools will be needed unless there is extensive annexation; and even then existing school plants like Park-Grace might continue in service. The distribution of students between elementary, junior high and senior high schools will depend on the combination of grades assigned to the various schools in 1970 and 1980.

TABLE 12 FUTURE POPULATION BY AGE GROUPS ACCORDING TO SOCIAL AND ECONOMIC SIMILARITIES, KINGS MOUNTAIN AND CLEVELAND COUNTY

Category	1970 Male Number	1970 Per Cent	1970 Female Number	1970 Per Cent	1980 Male Number	1980 Per Cent	1980 Female Number	1980 Per Cent
KINGS MOUNTAIN								
Pre-School (under 5)	479	11.75	502	11.02	546	12.41	572	11.38
School (5-14)	890	21.84	906	19.89	1,007	22.84	1,019	20.26
Young Prod. (15-34)	1,199	29.43	1,273	27.94	1,308	29.65	1,453	28.90
Established Productive (35-64)	1,245	30.53	1,424	31.26	1,201	27.22	1,354	26.92
Retired (65+)	263	6.45	450	9.89	348	7.88	631	12.54
Total	4,076	100.00	4,555	100.00	4,410	100.00	5,029	100.00
CLEVELAND COUNTY								
Pre-School (under 5)	3,576	11.37	3,496	10.28	3,511	11.48	3,436	10.21
School (5-14)	6,747	21.45	6,552	19.27	6,633	21.68	6,448	19.17
Young Prod. (15-34)	8,836	28.08	9,228	27.13	8,521	27.86	8,938	26.56
Established Productive (35-64)	9,807	31.17	11,159	32.80	8,765	28.65	10,177	30.24
Retired (65+)	2,495	7.93	3,578	10.52	3,162	10.33	4,648	13.82
Total	31,461	100.00	34,013	100.00	30,592	100.00	33,647	100.00

Source: Projections made by Division of Community Planning

Schools are not the only community facilities which might be affected by slight shifts in the age and sex distributions; recreation programs, the library, even utility consumption, will be affected. However, it is well nigh impossible to quantify these matters.

The modest growth of the pre-school, school and young productive groups (which is indicated by the tables) is bound to influence the demand for certain kinds of goods (such as clothing and toys) in an upward direction -- whereas the decline, by 3-4 per cent, of the established productive group will surely influence the demand for costlier items (such as automobiles and major appliances) in a downward direction. The increase in the retired group (especially among females) is bound to encourage merchants to cater more particularly to these people.

It is very difficult to project 1970 and 1980 labor forces because such factors as the prolongation of formal schooling are impossible to forecast exactly. However, on the basis of the figures contained in Table 12 it appears that Kings Mountain will have 1,955 men and 1,348 women available to work in 1970 and 2,007 men and 1,403 women available to work in 1980. It will be noted that these figures are lower for the men than the 1960 figure of 2,051. These figures were obtained by multiplying the sum of the young and established productive age groups for both men and women by the percentages which the male and female labor forces were of the total male and female populations in 1960. These percentages turned out to be 81 per cent for males and 43 per cent for females. However, 80 per cent and 50 per cent were used in multiplying -- the latter because it is expected that, in spite of its deplorable social effects, the number of working mothers will increase. It should also be noted that the above projections include only residents of the city proper; hence, these projections will not agree with projections for total employment such as are given in Table 14.

PART II

ECONOMY

PART II

ECONOMY

PART II

ECONOMY

It is impossible for a city to survive without some outside sources of income. It is impossible for a group of people to have a viable economy by simply "taking in each others' washing." The community must produce goods or services which are in demand elsewhere in order to be able to trade for goods and services which are produced elsewhere, though not in the community. These principles are pretty well understood by everyone; but the degree to which a given city is able to bring in outside money may not be so well understood. Emphasis will be on Kings Mountain, but Cleveland County data will be presented when it seems pertinent.

THE ECONOMIC BASE

One approach to an assessment of a city's earning power is the basic-non-basic method. Basic industries are those which export a preponderance of their goods or services to other areas, whereas non-basic or service industries are those which serve mostly local markets. The relative strength of these two sectors of the economy can be determined by using the following formula:

$$\text{Number of "basic" workers} = ei = \frac{et}{ET} \times EI$$

Where: ei = local industry employment
et = local total employment
EI = state or national industry employment
ET = state or national total employment

An industry with an index of more than 1 is basic.

Another way is to compare the percentages of total employment which are found in each industry. The table below reflects both approaches.

TABLE 13 INDEX OF SPECIALIZATION OF KINGS MOUNTAIN INDUSTRIES - 1960

Legend
Above Average
Below Average

	Per Cent of Total Employment			Index - 1.00	
	Kings Mountain	North Carolina	United States	North Carolina	United States
Agr., Forestry	0.16	12.96	6.73	.0123	.0237
Mining, Quarrying	1.57	0.22	1.01	7.1363	1.5544
Construction	4.04	6.12	5.90	.6601	.6847
Lumber, Furniture, etc.	0.13	5.02	1.65	.0258	0.787
Primary Metals)	0.26	0.19	1.89	.4262	.0668
Fabricated Metals)		0.42	2.00		
Machinery (excl. elect.)	1.74	0.80	2.43	.7341	.3678
Elect. Machinery	.00	1.57	2.30		
Motor Vehicles	.00	0.10	1.30		
Other Transportation	.00	0.23	1.51		
Other Durables	2.79	0.83	2.12	3.3614	1.3160
Food & Kind. Prod.	0.78	2.06	2.82	.3786	.2765
Textile Mill Prod.)	43.92	13.81	1.48	3.1803	13.4311
Apparel & Kindred)		2.10	1.79		
Printing & Publishing)	0.13	0.81	1.77	.0787	.0418
Chemical & Allied)		0.84	1.34		
Other Non-Durables	1.24	2.94	2.70	.4217	.4592
Railroad Services	0.13	0.72	1.46	.1805	.0890
Trucking Services)	1.80	1.49	1.41	.8294	1.2765
Other Transportation)		0.68	1.37		
Communications)	1.31	0.80	1.27	.7485	.4924
Util. & Sanitary Ser.)		0.95	1.39		
Wholesale	1.77	2.72	3.42	.6507	.5175
All Retail	12.08	13.30	14.82	.9082	.8151
Fin., Ins., & Real Est.	1.83	2.66	4.17	.6879	.4388
Bus. & Rep. Services	1.11	1.72	2.49	.6453	.4457
Private Households	5.55	4.77	2.97	1.1635	1.8686
Other Pers. Services, Entertainment, Hotels	2.03	3.35	3.78	.6059	.5370
All Education	4.23	5.06	5.25	.8359	.8057
Hospitals & Rel. Prof.	3.64	4.59	6.47	.7930	.5625
Public Administration	1.83	3.10	4.96	.5903	.3689
Others or not given	5.81	3.07	4.03	1.8925	1.4416

Source: Compiled by Division of Community Planning

It appears that the only categories of employment in which Kings Mountain specializes are Textile Mill Products (where it has almost three times the State average and almost 13 times the United States average), Mining and Quarrying (where it has about seven times the State average and about half-again the United States average), Other Durables (where it has more than three times the State average and a

third-again the United States), Private Households (where it has one-sixth-again the State average and five-sixths-again the United States average), and "Others or not given" (where it is almost twice the State average and almost half-again the United States average). Of course, the latter two categories are not terribly significant since "Private Households" is purely a service industry and "Other or not given" is vague. It is also hard to determine what types of goods are included in the "Other Durables" category. The bulk of this employment is probably in Gastonia. (Employment is counted according to the residence of the worker -- not the place where the work is performed.) Clearly, though, textile mill products and mining are export industries, the former providing the main basis for the local economy while the latter is an important adjunct. In terms of employment, the "All Retail" category is in undisputed second place. Table 14 shows employment figures for Kings Mountain for 1950 and 1960 based on census information and for 1970 and 1980 based on projections.

Insofar as employment trends are concerned, it is clear that Kings Mountain is not creating jobs at a very fast clip. The 5.87 per cent increase in jobs between 1950 and 1960 was inadequate to prevent the significant out-migration which has been discussed previously. It will also be noted that manufacturing employment declined by 108 jobs. It is likely that most of these lost jobs were in the textile field and that most of them were lost by men. The only other significant loss was in business and repair services (15 workers). The seven-person loss in personal services is not worrisome.

In terms of percentage change it appears that the biggest increase was in the "Other or not given" category which is, of course, a catch-all category, the definition of which may vary somewhat. The next largest percentage increase was in the professional category with 51. Increases in this category are quite evident across the nation. Construction employment went up 20.58 per cent and transportation employment 10 per cent. These are healthy signs. Commerce employment went up 3.43 per cent as a whole in spite of a 30.62 per cent drop in

business and repair services employment. The slight job loss in personal services of about 3 per cent probably reflects a declining use of maids. The 6.51 per cent decline in manufacturing, which has already been commented on, is surely not a good sign. The 200 per cent drop in agricultural and related employment follows national trends.

TABLE 14 KINGS MOUNTAIN EMPLOYMENT BY INDUSTRY

	1950	1960	1970	1980
Total Employed:	2,875	3,044	3,298	3,699
Agriculture, Forestry	25	5	3	2
Manufacturing	1,661	1,553	1,505	1,484
Lumber, furniture, etc.		4	4	4
Primary metals)		8	10	12
Fabricated metals)				
Machinery, except electrical)		53	77	111
Electrical machinery)				
Motor vehicles		0	0	0
Other transportation		0	0	0
Other durables		85	108	137
Food & Kindred Prod.		24	30	37
Textile Mill Prod.)		1,337	1,231	1,134
Apparel & Kindred Prod.)				
Printing & Publishing)		4	5	7
Chemical & Allied Prod.)				
Other non-durables & not specified		38	40	42
Mining, Quarrying	48	48	34	24
Construction	102	123	136	150
Transportation	90	99	105	112
Railroad Services		4	3	2
Trucking Services)		55	56	57
Other Transportation)				
Communications)		40	46	53
Utilities & San. Ser.)				
Commerce	495	512	595	695
Wholesale)	403	54	61	69
All retail)		368	413	463
Finance, Insurance, etc.	43	56	79	111
Business & Repair services	49	34	42	52
Personal services	238	231	266	308
Private households		169	202	242
Other personal, hotel and entertainment		62	64	66
Professional	196	296	451	692
All education)	148	129	211	345
Medical, Dental & other prof)		111	169	257
Public administration	48	56	71	90
Other or not given (including new industry)	20	177	203	232

Source: U. S. Bureau of Census

STABILITY AND DIVERSIFICATION

Division of the various industries into groups according to their sensitivity to changes in the national business cycle might suggest some interesting conclusions. This has been done in Table 15.

TABLE 15 SENSITIVITY OF NON-AGRICULTURAL INDUSTRIES TO CHANGES IN THE NATIONAL BUSINESS CYCLE - KINGS MOUNTAIN, NORTH CAROLINA

Industry	Per Cent of Kings Mountain Employment	
GROUP I (Highly Insensitive)		
Communications and Utilities	1.31	
Trucking and Other Transportation	1.93	
Education	4.23	
Medical, etc.	3.64	
Public Administration	1.83	12.94
GROUP II (Markedly Insensitive)		
Food Processing	0.78	
Printing, Publishing	0.13	
Business Services	1.11	
Finance, etc.	1.83	3.85
GROUP III (Average Sensitivity)		
Wholesale	1.77	
All Retail	12.08	
Private Households	5.55	
Other Personal Services	2.03	21.43
GROUP IV (Markedly Sensitive)		
Lumber and Furniture	0.13	
Textile Mill Products	43.92	
Other Non-Durables	1.24	
Construction	4.04	49.33
GROUP V (Highly Sensitive)		
Primary and Fabricated Metals	0.26	
Machinery (incl. Electrical)	1.74	
Other Durables	2.79	
Mining	1.57	6.36
Total		93.91
Agriculture and Others not Specified		6.09
Grand Total		100.00

Source: U. S. Bureau of Census

Further combination of industry groups reveals that 16.79 per cent of Kings Mountain employment is involved in comparatively insensitive lines of work, 21.43 per cent is involved in activities which display average sensitivity, 49.33 per cent is tied up in activities which are comparatively sensitive, and 6.09 per cent is involved in jobs that cannot be classified according to this scheme. It is not considered good for one-half of a city's employment to be in activities which fluctuate widely with national business cycles. Kings Mountain needs to diversify its employment so as to get away from having so many of its "eggs" in one basket. Textiles and apparel will be in demand come depression or boom; however, a family which is hard pressed can always cut back on the quality and quantity of its consumption of soft goods. Then too, textiles and apparel factories cater heavily to female labor and while this employment is often badly needed it is possible for a city to get into a position where it has more jobs for women than for men. When this happens the men are demoralized and they can be forced to out-migrate. One way to diversify would be to place emphasis on the development of service industries such as those included in Groups I and II. Some of these service industries can actually be partially basic, e.g., a hospital which draws business from a large tributary area, a college, the headquarters of a trucking line, tourist facilities, a food processing plant, popular retail stores. Certainly anything a city can do to improve its role as a trade magnet and service center will augment its economy as surely as a new factory will.

FUTURE EMPLOYMENT

Projections of the future employment distribution for Kings Mountain are contained in Table 14. It will be noted that total employment is expected to climb even though textile manufacturing, which is far and away the most important economic activity, is expected to decline somewhat. A word of caution is in order with respect to this rather pessimistic projection of textile manufacturing employment. First of all, it is based on national trends (including automation) which may be partially counteracted in the South by relocation of plants from the North. Secondly, it does not reflect new and expanded industries which have increased employment since 1960. Four new textile mills have moved into Kings Mountain since 1960 and their aggregate employment is now in the vicinity of 200. There have also been some plant expansions which have increased employment. However, one textile mill which employed about 60 persons burned down in 1964.

The writer does not endorse the projected decline in mining employment. Kings Mountain will surely continue to be one of the major centers of lithium and mica production in this country. Frankly, it is doubtful if the projected increases in employment in the machinery and "other durables manufacturing" and professional categories will materialize -- unless definite steps are taken to bring about diversification along these lines-- either in Kings Mountain or in Gastonia.

For purposes of comparison Table 16 is included showing employment trends for Cleveland County for 1950-1960 and projections for 1970 and 1980. These trends will not be analyzed in detail except to point out the areas in which they differ from Kings Mountain's trends. Manufacturing employment did not decline between 1950 and 1960, but a drop is projected between 1960 and 1980. This drop will probably not materialize for the same two reasons that were given in the preceding paragraph. The addition of two large new fibre industries since 1960 has already reversed what could have been a downward trend. The projected decline in mining employment was based partly on national trends and will probably not come to pass. As in Kings Mountain, there was

a decline in business and repair services and personal services, but 1960 must have merely been an unusually bad year for these establishments. Agricultural employment was cut by almost two-thirds between 1950 and 1960, so it will undoubtedly continue to drop -- though at a slower rate.

TABLE 16 CLEVELAND COUNTY EMPLOYMENT BY INDUSTRY

	1950	1960	1970	1980
Total employed:	23,795	24,708	25,619	28,420
Agriculture, Forestry	6,285	2,217	1,370	847
Manufacturing	8,272	9,951	8,955	8,479
Lumber, furniture	331	616	549	490
Primary metals	7	16	17	18
Fabricated metals	14	133	203	310
Machinery, except electrical	40	136	170	213
Electrical machinery	3	16	28	48
Motor vehicles	2	8	8	8
Other transportation	0	0	0	0
Other durables	67	725	921	1,171
Food & Kindred Prod.	366	611	752	925
Textile Mill Prod.	6,969	6,814	5,294	4,113
Apparel & Kindred Prod.	50	537	584	635
Printing & Publishing	120	152	201	266
Chemical & Allied Prod.	94	101	137	186
Other non-durables & not specified	208	86	91	96
Mining, Quarrying	78	152	107	75
Construction	1,160	1,664	1,837	2,028
Transportation	689	979	1,152	1,376
Railroad Services	70	42	28	19
Trucking Services	179	389	508	663
Other transportation	117	106	109	112
Communications	129	168	194	224
Utilities & San. Ser.	194	274	313	358
Commerce	3,633	4,538	5,294	6,215
Wholesale	411	610	687	774
All retail	2,530	2,980	3,341	3,745
Finance, Insurance, etc.	299	566	795	1,116
Business & Repair services	393	382	471	580
Personal services	1,722	2,206	2,521	2,894
Private households	963	1,457	1,744	2,088
Other personal, hotel & entertainment	759	749	777	806
Professional	1,649	2,469	3,774	5,809
All education	781	1,105	1,804	2,946
Medical, Dental & other prof.	513	931	1,418	2,160
Public administration	355	433	552	703
Other or not given (including new industry)	307	532	609	697

Source: U. S. Bureau of Census

THE LABOR FORCE

The preceding comments lead up to a consideration of the Kings Mountain and Cleveland County labor forces and their composition including, of course, unemployment figures. Table 17 provides the facts with regard to both areas and both races for 1960, as well as for non-whites taken alone.

It is evident that there are more males than females in the labor force even though there are more females than males 14 years of age and older. Of the 2,051 males in the labor force, 92.78 per cent were employed at the time of the census and 7.22 per cent were unemployed. This is a pretty high unemployment rate. (The rates of insured unemployment for 1962 and 1963 were 3.8 per cent and 3.3 per cent, respectively.) Some 488 males would have been members of the labor force if they had not been enrolled in school, disabled, or 65 years of age or older. Of the 2,918 females in Kings Mountain 14 years of age and over, only 1,249 (or 42.8 per cent) were in the labor force. This fact is not really surprising, however, since there were about 1,118 females under 65 years of age who apparently stayed at home and tended the children. Another 232 were enrolled in school and 319 were 65 years of age or over. Of the 1,249 women counted in the labor force, 91.36 per cent were employed and 8.64 per cent were unemployed. Some 870 (or three-quarters) of the working women had husbands who likewise worked and 269 (one-quarter) of the working women had children under six years of age. It is unfortunate that these latter individuals feel obliged to work. For Cleveland County the unemployment rates were 4.12 per cent for men and 7.54 per cent for women. A good share of this male unemployment was probably in the northern part of the County. There were about 3 per cent less married women in the labor force with husband present in Cleveland County and 3 per cent less working mothers with children under six years of age.

It is evident that non-white males have a slightly higher unemployment rate than all Kings Mountain males, namely 8.8 per cent as against 7.2 per cent. Non-white females, on the other hand, have a

lower unemployment rate than all Kings Mountain females, namely 3.4 per cent as against 8.6 per cent. However, this latter fact also means that more mothers with children under six years of age must work, namely 44.5 per cent for non-whites and 23.6 per cent for whites. The per cent of non-white women who are in the labor force with their husbands is 53.4 per cent -- compared to 76.2 per cent for whites. This fact bears out the observation that there are lots of female family heads among non-whites.

TABLE 17 EMPLOYMENT STATUS - 1960

	Kings Mountain Total	Non-White	Cleveland County Total	Non-White
Male, 14 Yrs. Old & Over:	2,539	280	21,423	4,174
Labor Force	2,051	216	16,716	2,959
Armed Forces	0	0	4	0
Civilian Labor Force	2,051	216	16,712	2,959
Employed	1,903	197	16,023	2,748
Unemployed	148	19	689	211
Not in Labor Force	488	0	4,707	1,215
Inmate of Institution	0	0	125	102
Enrolled in School	245	0	2,034	575
Other, under 65 Yrs.	97	0	1,201	337
Other, 65 Yrs. & Over	146	0	1,347	201
Female, 14 Yrs. Old & Over:	2,918	417	23,631	4,541
Labor Force	1,249	206	9,394	2,092
Employed	1,141	199	8,865	1,910
Unemployed	108	7	709	182
Not in Labor Force	1,669	211	14,237	2,449
Inmate of Institution	0	0	48	4
Enrolled in School	232	0	2,274	547
Other, under 65 Yrs.	1,118	0	9,322	1,485
Other, 65 Yrs. & Over	319	0	2,593	413
Married Women in Labor Force				
Husband Present	870	110	6,350	583
With Own Children under 6	269	41	1,786	475

Source: U. S. Bureau of Census

The Employment Security Commission of North Carolina publishes some pretty reliable information with reference to worker availability. It reports that there were, in October, 1964, about 4,800 employable production-type workers living within a 20-mile radius of Kings Mountain (not counting that portion of the circle which cuts into South Carolina). Now, this does not mean that all of them are presently unemployed; it means that they are either unemployed, underemployed (e.g., part-timers, farm workers), discontented commuters, school graduates or drop-outs, military returnees, or they might even be housewives who could possibly be lured into the labor force. Furthermore, 1,155 persons graduate from high schools within the North Carolina portion of the 20-mile radius every year. An increasing proportion of them are going on to college. The following table gives additional statistics regarding worker availability.

TABLE 18 ESTIMATE OF RESIDENT PRODUCTION WORKER AVAILABILITY OCTOBER, 1964[1/]

Characteristics	Total	White		Other	
		Male	Female	Male	Female
Total Estimate of Available Production-Type Workers	4,800	1,460	2,365	375	600
Skilled	185	120	45	15	5
Semi-Skilled	1,115	400	640	55	20
Trainable for Production Jobs Demanding Skill Development	3,500	940	1,680	305	575

Experienced Workers by Industry		
	Skilled	Semi-Skilled
Textiles, incl. Hosiery	75	720
Apparel	10	85
Electrical Mach.	10	135
Non-elect. Mach.	20	25

Estimate of Recruitable Workers in Area		
Miles	Male	Female
0-15	1,300	2,040
15-20	535	925
20-25		

Source: Employment Security Commission of North Carolina.
1/This estimate refers only to the North Carolina portion of the defined area. Additional workers may be recruitable in South Carolina. Estimated number and characteristics of persons within this area who possess production job skills and persons under 45 years of age deemed trainable for production jobs. Estimate based on the premise that new or expanding industry will afford wages and working conditions equal to or slightly better than the present industrial pattern of the area.

One of the factors which figures in as an element of worker availability is the number of employed persons who commute out of the county to work. The following table (as well as Map 1) gives a fairly detailed breakdown of out-migration to work.

TABLE 19 WORKER MOBILITY FOR KINGS MOUNTAIN AND CLEVELAND COUNTY

	Kings Mountain	Cleveland County
Mecklenburg County	81	209
Cleveland County	2,240	20,315
Rutherford County	0	326
Burke County	0	166
Catawba County	0	492
Lincoln County	5	41
Gaston County	480	1,428
Buncombe County	0	8
Cherokee County, South Carolina	7	154
York County, South Carolina	41	78
Greenville County, South Carolina	8	23
Spartanburg County, South Carolina	0	53
Elsewhere	23	250
Place of work not reported	98	599
Total	2,983	24,142

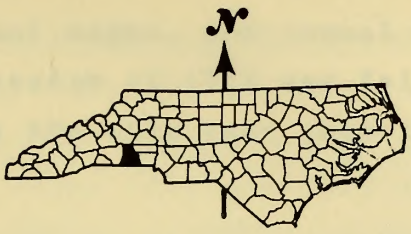
Source: U. S. Bureau of Census

The foregoing table shows what one might expect, namely that Gaston County derives a tremendous number of workers from Kings Mountain and Cleveland County. Aside from the combined "elsewhere" and miscellaneous categories, Mecklenburg County ranks second as a place of employment for Kings Mountaineers, but fourth for Cleveland Countyans. (Catawba and Rutherford Counties rank second and third respectively, for Cleveland Countyans.) York County ranks third for Kings Mountaineers and there is no significance to the fourth-ranking. Some of these commuters could surely be lured back to Cleveland County if appropriate jobs were developed therein.

Some idea of the prevailing wage scale in Cleveland County can be gained from the table which is appended below. It shows number of "covered" employees (covered by unemployment insurance), average monthly

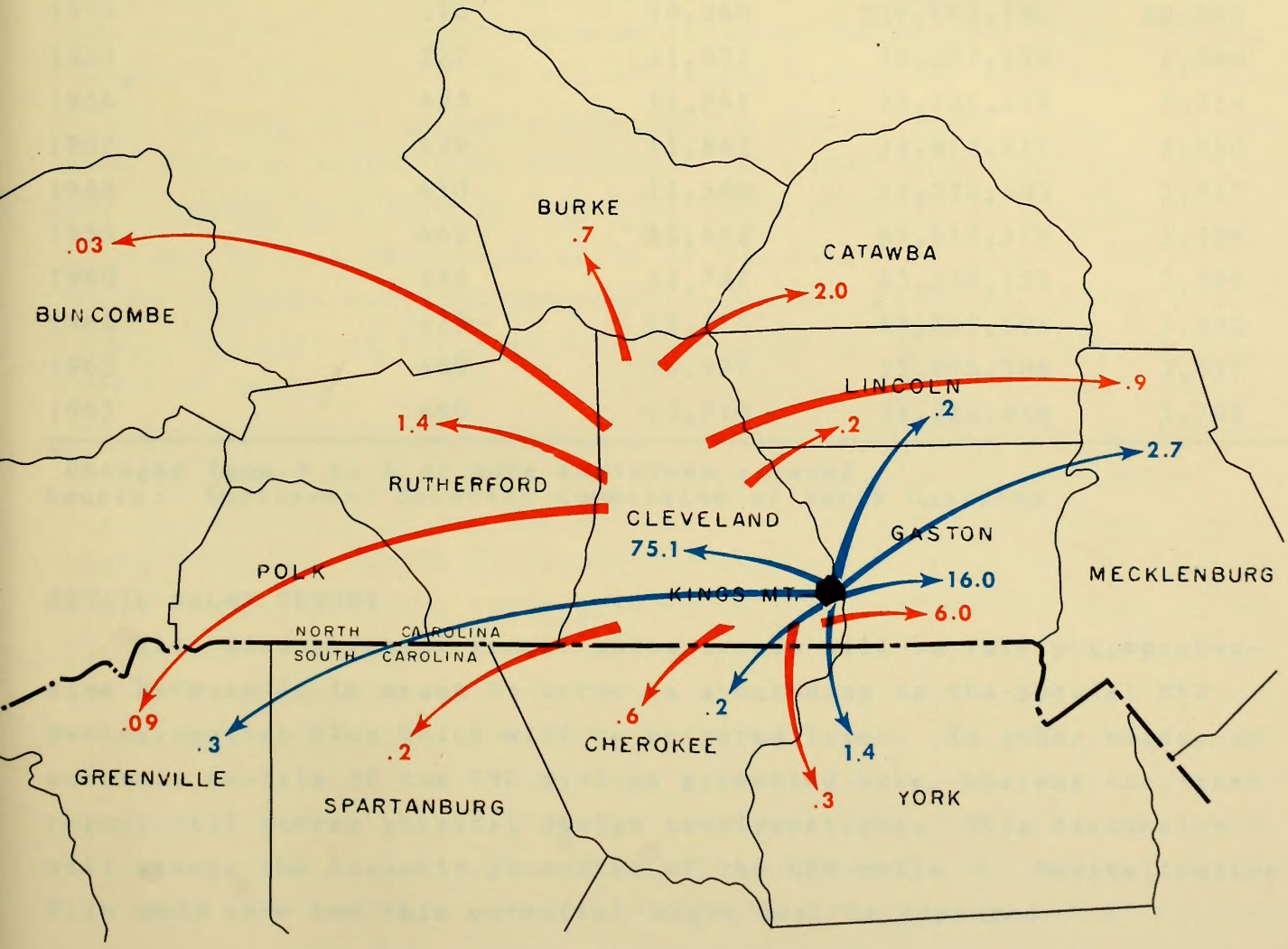
OUT·MIGRATION TO WORK

KINGS MOUNTAIN AND CLEVELAND COUNTY



ARROWS SHOW PER CENT OF OUT-COMMUTING WORKERS EMPLOYED IN OTHER COUNTIES.

KINGS MOUNTAIN — CLEVELAND COUNTY



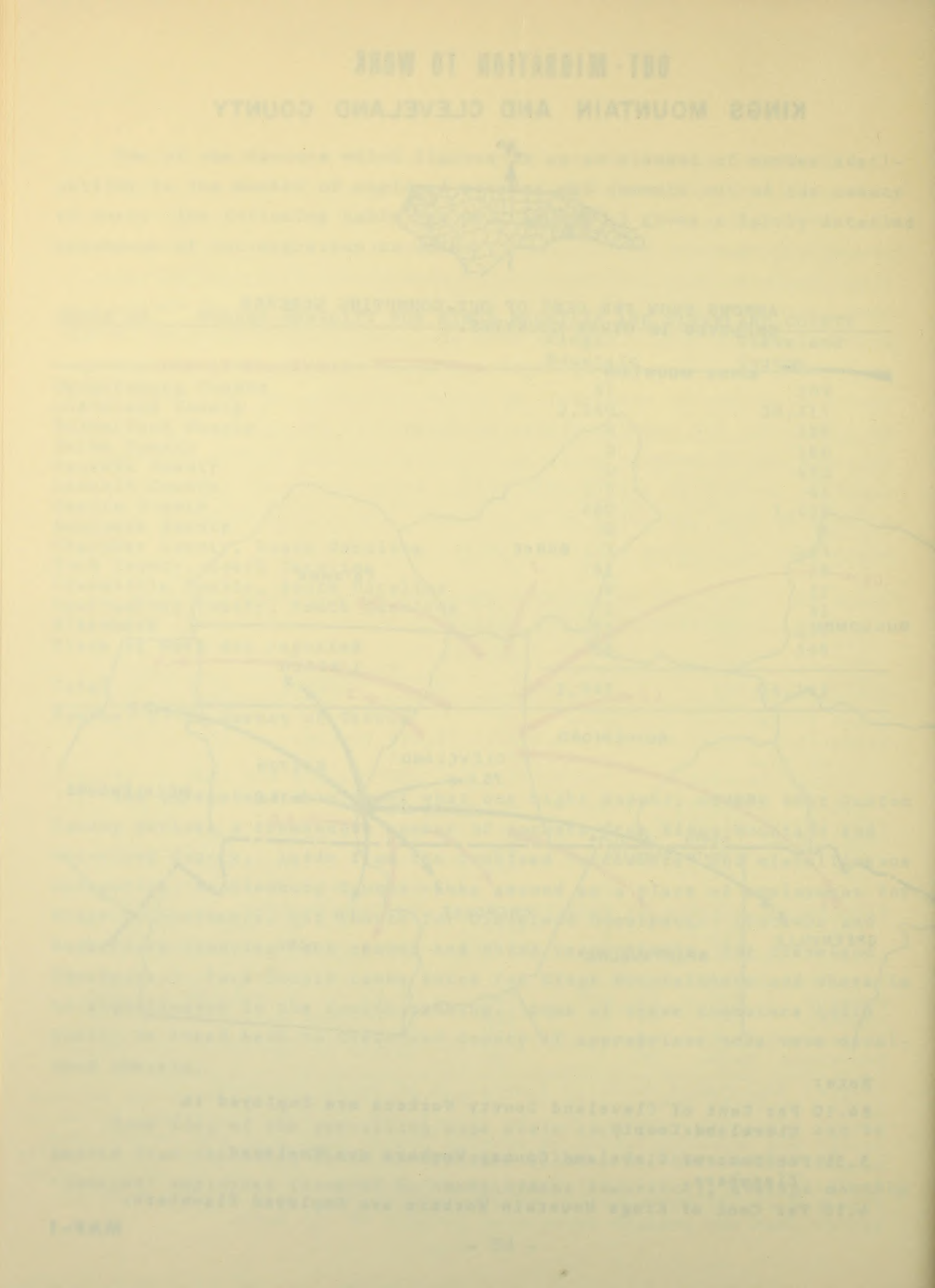
Note:

84.10 Per Cent of Cleveland County Workers are Employed in Cleveland County.

3.51 Per Cent of Cleveland County Workers are Employed Elsewhere.

4.10 Per Cent of Kings Mountain Workers are Employed Elsewhere.

MAP-1



employment, total annual wages, and annual wages per worker. It will be noted that the recession of 1958 was felt rather jarringly in Cleveland County. 1958 was the only year that the upward trend in all indexes was reversed.

TABLE 2 CLEVELAND COUNTY EMPLOYMENT DATA

Year	Number of Covered Employees	Employment (Monthly Average)	Total Annual Wages	Annual Wages per Worker
1954	210	10,260	$26,703,184	$2,603
1955	227	11,077	30,237,326	2,730
1956*	425	11,941	33,121,348	2,774
1957	420	11,842	33,872,471	2,860
1958	410	11,388	33,222,505	2,917
1959	462	12,682	39,617,576	3,124
1960	489	13,787	45,259,133	3,283
1961	475	13,871	47,049,598	3,392
1962	489	14,977	52,976,588	3,537
1963	490	15,710	58,222,418	3,706

*Changed from 8 to 4 or more employees covered
Source: Employment Security Commission of North Carolina

RETAIL SALES TRENDS

This discussion of retail sales trends will be fairly comprehensive because it is meant to serve as a backdrop to the special CBD Revitalization Plan which will be prepared later. In other words, an economic profile of the CBD will be presented here, whereas the later report will stress physical design considerations. This discussion will assess the economic potential of the CBD while a Revitalization Plan could show how this potential might best be captured

Retail sales trends for Kings Mountain between 1948 and 1963 have been quite erratic. For example, the number of establishments increased from 89 in 1948 to 114 in 1954, then declined to 80 in 1958 and increased again to 114 in 1963. Retail sales volume increased from $5,682,000 in 1948 to $7,993,000 in 1954, then declined to $7,686,000 in 1958 and

climbed steeply to $11,028,000 in 1963. Payroll increased from $499,000 in 1948 to $600,000 in 1954, $726,000 in 1958 and $1,012,000 in 1963. The number of employees declined from 350 in 1948 to 312 in 1954, then climbed to 381 in 1958 and fell again to 359 in 1963. The effects of the 1958 recession are evident in connection with number of establishments and retail sales volume -- although total payroll and number of employees do not seem to have been so adversely affected.

For Shelby the trends are steadier although the 1958 recession left its mark. The number of establishments climbed sharply from 209 in 1948 to 271 in 1954, then dipped to 219 in 1958 and made a comeback to 280 in 1963. Retail sales volume rose steadily from $20,013,000 in 1948 to $26,159,000 in 1954, $27,463,000 (a very modest gain) in 1958 and $38,290,000 (a sizeable gain) in 1963. Payroll rose steadily from $2,004,000 in 1948 to $2,570,000 in 1954, $3,047,000 in 1958 and $4,195,000 in 1963. The number of employees declined slightly from 1,245 in 1948 to 1,186 in 1954, then rose to 1,203 in 1954 and 1,367 in 1963.

Trends for Cleveland County as a whole and the remainder of the County (excluding Kings Mountain and Shelby) can be determined by a perusal of Table 21. The trends for Cleveland County are quite similar to those for Shelby. The surprising thing about the trends for the remainder of the County is that 1963 saw a dip in all four categories. Although 1958 was not as bad a year for the remainder of the County as it was for the cities, the gains which the unincorporated areas and small towns made in 1958 (perhaps at the expense of the cities) were cancelled out in 1963. Thus, it appears that decentralization of retail functions has been largely arrested and that centralization is now in vogue.

TABLE 21 RETAIL SALES - KINGS MOUNTAIN AND COMPARABLE AREAS

	1948	1954	Per Cent Change	1958	1963	Per Cent Change
CLEVELAND COUNTY						
Number of Ests.	529	520	-1.7	585	618	5.6
Sales ($000)	$32,579	$41,614	27.7	$50,171	$63,337	26.2
Payroll ($000)	$ 2,912	$ 3,695	26.9	$ 4,759	$ 6,140	29.0
Number of Empls.	1,887	1,797	-4.8	2,076	2,119	2.1
KINGS MOUNTAIN						
Number of Ests.	89	114	28.1	80	114	42.5
Sales ($000)	$ 5,682	$ 7,993	40.7	$ 7,686	$11,028	43.5
Payroll ($000)	$ 499	$ 600	20.2	$ 726	$ 1,012	39.4
Number of Empls.	350	312	-10.9	381	359	-5.8
SHELBY						
Number of Ests.	209	271	29.7	219	280	27.9
Sales ($000)	$20,013	$26,159	30.7	$27,463	$38,290	39.4
Payroll ($000)	$ 2,004	$ 2,570	28.2	$ 3,047	$ 4,195	37.7
Number of Empls.	1,245	1,186	-4.7	1,203	1,367	13.6
REMAINDER OF COUNTY						
Number of Ests.	231	135	-41.6	286	224	-21.7
Sales ($000)	$ 6,884	$ 7,462	8.4	$15,022	$14,019	-6.7
Payroll ($000)	$ 409	$ 525	28.4	$ 986	$ 933	-5.4
Number of Empls.	292	299	2.4	492	393	-20.1

Source: U. S. Census of Business

Trends for Gaston County for the same four indicators of economic growth were all upward -- except for an 11 per cent decline in number of employees between 1948 and 1954. Gastonia had a decline (by 26) in the number of retail establishments between 1954 and 1958 -- which is not so bad considering the huge increase between 1948 and 1954. Growth in sales in Gastonia was very modest between 1954 and 1958. There were declines in number of employees in 1954 and 1963, the first one large, the other quite small. The "Remainder of (Gaston) County" experienced a drop in the number of retail businesses and employees in 1954. Otherwise, trends have been upward -- especially the total sales volume.

TABLE 22 RETAIL SALES - GASTON COUNTY - 1948-1963

	1948	1954	Per Cent Change	1958	1963	Per Cent Change
GASTON COUNTY						
Number of Ests.	899	999	11.1	1,052	1,131	7.5
Sales ($000)	$65,980	$83,875	27.1	$96,942	$127,273	1.3
Payroll ($000)	$ 6,699	$ 7,710	15.1	$ 9,787	$ 12,654	29.3
Number of Empls.	3,890	3,464	-10.9	4,157	4,352	4.7
GASTONIA						
Number of Ests.	293	450	53.6	424	475	12.0
Sales ($000)	$39,918	$52,645	31.9	$55,003	$ 69,728	26.8
Payroll ($000)	$ 4,707	$ 5,241	11.3	$ 6,384	$ 7,774	21.8
Number of Empls.	2,641	2,251	-14.8	2,653	2,538	-4.3
REMAINDER OF COUNTY						
Number of Ests.	606	549	-0.9	628	656	1.0
Sales ($000)	$26,062	$31,230	12.0	$41,939	$ 57,545	13.7
Payroll ($000)	$ 1,992	$ 2,469	12.4	$ 3,403	$ 4,880	14.3
Number of Empls.	1,249	1,213	-0.3	1,504	1,814	12.0

Source: U. S. Census of Business

Another way to analyze the function of Kings Mountain as a retail trade center is to compute Kings Mountain retail sales as a percentage of Cleveland County retail sales for different years. This has been done by categories of goods in Table 23. It will be noted that the only categories of goods in which Kings Mountain's share of the total Cleveland County sales volume increased over the 1948-1963 period are eating and drinking places, apparel group, furniture and appliances, automotive group, and drug stores. Percentage losses occurred in the other five groups. However, when the period 1958-1963 is considered, it appears that Kings Mountain experienced significant percentage gains in the food stores, apparel group, lumber and hardware, and drug stores categories as well as slight gains in the furniture and appliances and automotive groups. The most disturbing loss over the 1948-1963 period was in the general merchandise group. Stores of this type, along with apparel, drug and "other retail" stores constitute the main drawing cards of a small CBD. (It is possible that changes in the definition of

general merchandise and apparel group stores have distorted the relative sales of these two groups.) Another disturbing decline was in the lumber and hardware group -- from 25.8 per cent of the County's total sales in 1948 to 8.7 per cent in 1963. Gasoline stations, by 1963, regained their 1954 percentage after having suffered an ignominious dip in 1958. Eating and drinking places had a remarkably good year in 1954 (in relation to the County) which can probably never be duplicated. The same is true, to a lesser degree, for the automotive and furniture and appliances groups. 1958 was the best year for only one of the retail groups -- the miscellaneous one.

TABLE 23 KINGS MOUNTAIN RETAIL SALES AS PER CENT OF CLEVELAND COUNTY

	1948	1954	1958	1963
Food Stores	26.0	24.6	18.6	23.9
Eating and Drinking Places	10.3	20.8	13.1	11.9
General Merchandise	13.0	10.2	10.9	4.7
Apparel Group	12.4*	12.3*	15.9*	19.2*
Furniture and Appliances	6.9	23.8	19.9	14.1
Automotive Group	12.6	24.9	13.9	18.7
Gasoline Stations	26.1	23.5	18.4	23.2
Lumber and Building Materials	25.8	7.1	4.1	8.7
Drug and Proprietary Stores	12.5*	23.9*	26.1*	28.6*
All Other Retail Stores	12.6*	15.6	18.5	12.0
Average	15.8	18.7	15.9	17.4

*Estimated
Source: U. S. Census of Business

In order to determine what percentage of the personal income of Kings Mountain residents is being spent locally on retail sales it is necessary to establish a ratio between personal income and retail sales for the city. This facilitates comparison with nearby areas. Table 24 shows these relationships for five areas.

TABLE 24 RETAIL SALES RELATIVE TO 1959 PERSONAL INCOME

(In $000)	Cleveland County	Kings Mtn.	Shelby	Gastonia	Gaston County
1959 Total Personal Income	$76,598	$10,393	$26,656	$57,595	$177,118
1958 Total Retail Sales	50,171	7,686	27,463	55,003	96,942
Retail Sales as Per Cent of Income	65.5	74.0	103.0	95.5	54.7
Expected Sales if State RS/Income Ratio* is applied to Area Income	51,535	6,992	17,934	38,750	119,165
Difference: Actual from Expected	-1,364	+ 694	+8,722	+16,253	-22,223
Per Capita Income	1,160	1,298	1,506	1,545	1,394

*North Carolina State Ratio = .6728
Source: U. S. Census of Business

Analysis of the foregoing table shows that Kings Mountain is doing tolerably well in circulating the bulk of its personal income in home-town stores. The State ratio is 67.28 per cent -- i.e., 6.72 per cent less than the Kings Mountain ratio. Shelby is in the enviable position of taking in more money through its retail outlets than the amount earned by city residents. Gastonia's retail sales almost equal the total personal income of its citizens. For Gaston and Cleveland Counties there appears to be more out-go of local people to other places than there is influx of shoppers from other places.

The lines in Table 24 called "Expected Sales if State RS/Income Ratio is Applied to Area Income" and "Difference: Actual from Expected" should be of particular interest. It will be noted that Kings Mountain garners $694,000 more in retail sales than would be expected if the state-wide ratio applied. However, there is nothing magical about the state-wide average. It should be treated as a minimum goal. Kings Mountain, from all indications, loses more business to Gastonia than it does to Shelby. Some of this leakage of buying power is inevitable;

small city stores cannot carry the variety of merchandise which big city stores can. However, there may be a portion of this leakage which can be stanched. If parking problems are a factor in this leakage, then a reshuffling of land uses can help accomplish this goal.

Another way to compare Kings Mountain's retail sales pattern to that of Cleveland County, the State of North Carolina and the United States is to determine what percentage of the total sales fall into the various categories. (See Table 25.)

TABLE 25 PERCENTAGE OF SALES DEVOTED TO DIFFERENT TYPES OF GOODS (1958)

	Kings Mountain	Cleveland County	North Carolina	United States
Food Stores	32.1	26.4	22.8	24.5
Eating, Drinking Places	2.8	3.3	4.3	7.6
General Merchandise	11.1	15.5	12.7	11.0
Apparel Stores	5.3	5.1	6.0	6.3
Furniture, Appliances	7.1	5.4	5.1	5.0
Automotive Group	16.3	18.0	17.4	15.9
Gasoline Service Stations	8.4	7.0	8.1	7.1
Lumber, Hardware	2.2	8.3	7.7	7.2
Drug Stores	5.0	2.9	3.2	3.4
Other Retail Stores	9.7	8.1	12.7	12.0

Source: U. S. Census of Business

The foregoing table shows that Kings Mountain ranked highest in the food, drug, furniture and "other retail" groups and in gasoline service stations -- which is about what one would expect of a community which is overshadowed by a large neighboring city. The extremely low percentage of sales devoted to lumber and hardware (compared to Cleveland County) is harder to explain; however, the low percentage for eating places is obviously due to the fact that there are so few establishments. The low percentages for general merchandise and apparel are not so remarkable when you consider how close Gastonia is. The percentage for the automotive group seems reasonable.

Tables 45 through 49 (in the Appendix) set forth a full breakdown of retail sales according to categories of goods for the years 1948, 1954, 1958, and 1963 (based on census reports) along with percentage figures representing the distribution of total sales by categories. These tables also carry over the four economic growth measures shown in Table 21 and, most importantly, give a projected breakdown of 1970 retail sales by categories of goods. This was done by first projecting total 1970 retail sales for each area (based on past trends); then distributing the total thus derived between the various categories according to the percentage distribution which prevailed in the 1963 Census of Business. Although this is admittedly an over-simplified projection technique, it is probably as dependable and believable as many of the more pretentious ones. Table 26 gives a breakdown without percentages for Kings Mountain alone.

TABLE 26 KINGS MOUNTAIN RETAIL SALES - 1948-1963 (In $000) PLUS 1970 ESTIMATED

	1948	1954	1958	1963	1970 (Estimated)
Food Stores	$1,894	$2,419	$2,468	$3,729	$5,127
Eating and Drinking Places	110	205	218	241	380
General Merchandise	834	626	849	303	918
Apparel Stores	172*	208*	406*	884*	1,266*
Furniture & Appliances	128	494	541	554	823
Automotive Group	719	2,066	1,255	2,321	2,959
Gasoline Service Stations	499	797	646	1,317	1,583
Lumber & Hardware	889	291	159	529	870
Drug Stores	89*	267*	386*	630*	934*
Other Retail Stores	348*	620	747	520	965
Total	$5,682	$7,993	$7,686	$11,028	$15,825

*Estimated
Source: U. S. Census of Business

Examination of these tables will provide some clues regarding the types of stores which are on the ascendant and which ones are losing out. These clues will be of some value in connection with future square footage projections -- to be made in the up-coming CBD report.

In other words, the 1970 estimate of $15,825,000 worth of retail sales, broken down as it is by categories of goods, will be interpreted to mean that Kings Mountain should be able to support a certain amount of retail floor space for each retail category. For example, it seems probable that sales coming under the general merchandise and apparel categories will be substantially increased between 1963 and 1970. (The total for the two categories is more meaningful than either figure singly since there appears to be some confusion in definitions.) This will, of course, depend partly on whether local merchants modernize their facilities and improve their stocks. Food stores and restaurants should realize a steady rise in sales -- as should the automotive group and gasoline stations. (The dip in the automotive sales in 1958 was more than overcome in 1963.) The steady rise in furniture and appliance sales is more assured than that in lumber and hardware sales. In fact, it will take some extraordinary merchandising to help Kings Mountain retain its fair share of lumber and hardware business. The drug and "other retail" groups look good for 1970.

A capsule analysis of the 1970 estimates for the other four places will perhaps be instructive. Our projections of 1970 retail sales for Shelby indicate a healthy gain in all categories -- despite the declines in gasoline station, lumber and hardware and "other retail" sales which occurred between 1954 and 1958. (Strangely, automotive sales did not dip in 1958.) These declines were more than made up for by 1963 in every case except with regard to "other retail." Some of these stores, e.g., feed stores, are moving outside the corporate limits. For Cleveland County the picture is similar to that of Shelby. All categories will experience considerable sales increases -- especially the food, apparel, automotive and drug groups. The up and down nature of general merchandise sales is a little disconcerting, but, as already mentioned, it may be due partly to definitions. Sizeable increases are expected in all categories of goods for Gastonia by 1970 -- despite a modest decline in apparel sales in 1963. The tremendous dip in "other retail" sales in 1958 may be explained partly by the inroads made by discount drug and appliance stores. Gaston County's trends and projections

reflect Gastonia's. Sales in every line will increase significantly though not very greatly in the restaurant and furniture lines. It will be noted that the ratio between general merchandise and apparel sales is much more heavily weighted toward the former in Gastonia and Gaston County than it is in Shelby and Cleveland County.

How can the foregoing straight-line projections be checked against what we know about the present and prospective incomes of Kings Mountain residents? Perhaps a bit of speculation with regard to the various income measures will be useful. By multiplying .668, the State ratio of retail sales to personal income, by the per capita income of Kings Mountain residents it is possible to come up with an estimated per capita retail sales figure for Kings Mountain. The per capita retail sales figure for Kings Mountain according to this reckoning would be $867. Multiplying $867 by the 1960 population yields $6,942,936 (or $743,064 less than was actually realized in 1958). The "excess" came from out-of-towners. Since it would be fallacious to compare 1963 retail sales figures with 1959 personal income figures, it will be necessary to inflate the 1959 per capita income figure to approximate its 1963 level. This can be done by multiplying it by 1.16 (the .16 representing a 4 per cent per year increase -- which seems reasonable). The 1963 per capita income figure then becomes $1,506, which, multiplied by .668 yields a per capita retail sales figure of $1,006. Multiplying $1,006 by an estimated 1963 population of 8,200 yields a theoretical total of $8,249,200 worth of retail sales to residents. This would seem to indicate that an increasing proportion of the total sales was made to out-of-towners -- since the difference between the estimated sales to residents and the total retail sales would be $2,778,800. Using the same methodology, it can be estimated that per capita income will be $1,817 by 1969. This means that per capita retail sales for 1970 would be $1,214. Multiplied by the expected 1970 population (8,473), retail sales to Kings Mountain residents should amount to at least $10,286,222. Table 27 summarizes these income and sales speculations.

TABLE 27 KINGS MOUNTAIN INCOME AND SALES SPECULATIONS

	Population	Personal Income	Per Capita Income	Total Retail Sales	Per Capita Retail Sales	Estimated Sales to Residents
1960 Census	8,008	$10,393,000	$1,298	$ 7,686,000	$ 867	$ 6,942,936
1963 Census	8,200	$12,055,880	$1,506	$11,028,000	$1,006	$ 8,249,200
1970 Estimate	8,473	$14,550,200	$1,817	$15,825,000	$1,214	$10,286,222

Source: U. S. Census of Business
Estimates computed by Division of Community Planning

It should be remembered, however, that the retail sales estimate for 1970 which is set forth in the last column of Table 27 is for sales to residents of the city only. It differs by 36 per cent from the total 1970 retail sales figure arrived at by straight-line projection techniques in Table 26. The 36 per cent difference between what Kings Mountaineers can afford to spend on retail goods and what the straight-line projections indicate for total city sales will have to be made up by out-of-towners. Not only that, they will have to make up for what Kings Mountaineers spend elsewhere. Based on past performance, it is logical to believe that out-of-towners will spend enough money in Kings Mountain to more than make up for what Kings Mountaineers spend elsewhere.

Furthermore, it can be expected that the bulk of the $15,825,000 in 1970 sales will take place downtown -- although no attempt has been made to separate CBD sales from total city sales. However, the only categories of goods which are handled in significant volumes by non-CBD retailers are groceries, meals, automobiles, gasoline and building materials. Hence, the projected sales figures (the ones in Table 26 not the yield from residents only) for most categories of goods are pretty close to what downtown retailers can hope to receive. In conclusion, Kings Mountain should be able to support a somewhat expanded and reasonably viable CBD for the foreseeable future. The up-coming CBD Revitalization Plan will suggest ways and means of capitalizing on the downtown area's assets and minimizing its liabilities.

PART III

EXISTING LAND USE ANALYSIS

PART III

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EXISTING LAND USE ANALYSIS

The use of land within a given community has a great deal to do with said community's economic and social well-being. Although land is not as scarce in this country as it is in many places overseas, e.g., Hong Kong, it must nevertheless be recognized that some parcels are considerably more valuable for certain purposes, e.g., commercial development, than others. It is to encourage the highest and best use of each parcel of land within their jurisdiction that North Carolina cities have been given the authority to create planning boards ---

> "whose duty it shall be to make careful study of the resources, possibilities and needs of the city or town, particularly with respect to the conditions which may be injurious to the public welfare or otherwise injurious, and to make plans for the development of the municipality." (G. S. 160-22).

One of the most important resources which a municipality can lay claim to is the land upon which it sits -- as well as the surrounding acreage which will accommodate increasing amounts of urban growth as an overflow from the city proper. If growth is to be orderly and of good quality, development standards must be established; and the earlier these development standards are adopted and enforced the fewer will be the land use problems which the city must contend with. Poor traffic circulation, poorly platted subdivisions, inadequate community facilities, mixed land uses, lack of off-street parking space and lack of prime industrial land are examples of problems which can result from the absence of long-range planning and development standards.

It is one thing to say that guidelines for growth are needed and quite another to say what those guidelines should be -- in view of the peculiarities which every community exhibits. It is necessary, in order to tailor a set of development policies and proposals to a given town, to have a very comprehensive knowledge of the existing use of land within that town. It is also necessary to understand the land

use patterns which prevail in the town's fringe area to a distance of at least one mile in all directions. It is often the case that certain quadrants of this one-mile fringe area contain very little urban development while urban development may spill over the mile limit in another direction (as it does to the south of Kings Mountain). The one-mile specification for the outer limits of the Planning Area is appropriate since it is possible for a city, if it so desires, to exercise extraterritorial zoning and subdivision regulation prerogatives within this one-mile perimeter area -- but no farther. Hence, the term "Planning Area" will be used in this report to include the City of Kings Mountain along with its one-mile perimeter area -- and this includes the Gaston County portion of the fringe area. However, before we go into a description of the land use survey conducted during the Summer of 1964 and its findings, it will be useful to make a few passing comments about the physical setting and the early settlement of Kings Mountain.

SETTING AND SETTLEMENT

Kings Mountain is located in the Piedmont section of North Carolina, 30 miles west of Charlotte, 8 miles west of Gastonia, 11 miles east of Shelby (the County Seat) and 23 miles northeast of Gaffney, South Carolina. The city lies only one-half mile away from Interstate 85 (the main artery between Charlotte and Greenville) and is bisected by U. S. 74 (the main line between Charlotte and Asheville). Kings Mountain, as the name indicates, is located in a region of irregular topography. The hilly region between Lincolnton, North Carolina, and Gaffney, South Carolina, which centers on the City of Kings Mountain, is highly mineralized. The principle minerals which are commercially produced are lithium, mica, silica and crushed rock (including limestone) although tin, gold and other minerals have been mined in the past. This mineral district has long been mapped and its future looks quite promising.

The soils of Kings Mountain and its environs are predominantly of the Cecil Sandy Loam and Cecil Clay Loam types. These soils are described as "deep, well-drained upland soils with moderately coarse-textured surface soils covering firm clay subsoils." These soils have good permeability; hence, they are suitable for septic tank installations. However, on the east side of the railroad tracks there are some slate soils which have quite poor permeability. There are also small patches of Appling and Madison soils which are similar to the Cecil soils in their characteristics -- except that Madison soils are sometimes shallow to rock. All of these soils, except the Appling, are highly micaceous with low bonding qualities. However, this factor should not radically affect their load-bearing qualities. Drainage is mainly towards the west and south where, south of I-85, the city's two water storage facilities are located. There are no flood plains or flash flood problems of consequence -- although some houses have been built awfully close to creeks.

The climate of Kings Mountain is moderate with no great extremes in temperature or precipitation during the average year. The mean annual temperature is about 60 degrees and the mean annual rainfall is about 48 inches. The growing season is approximately 200 days in length. The wind is primarily from the southwest. In short, there is nothing about the climate which should have any significant bearing on the future growth of Kings Mountain.

Kings Mountain was founded in 1873 and incorporated as a town in 1874. The routing of the Southern Railroad through the area was the main impetus for the founding of the town and the textile industries which have, since 1887, been its economic mainstay. A bank was chartered in 1900 and the town became a city in 1943. Agriculture seems never to have been of great importance in the economy of the town although many of the early settlers were of the same sturdy Scotch-Irish and German stock which elsewhere in the state turned instinctively to farming as a way of life. The town has always been rather compactly built up with a minimum of wasted space and a maximum of community pride and public-spiritedness.

LAND USE SURVEY

A land use survey was undertaken during the Summer of 1964 which involved the gathering of a great deal of information about land use and housing conditions within the Kings Mountain Planning Area. This was a "windshield-type" survey, i.e., land use and housing conditions were evaluated without entering structures to determine upstairs uses, number of families housed, and so forth. Consequently, there is bound to be some discrepancy between some of the totals arrived at by means of this survey and those arrived at by the Census takers. However, it is the magnitudes that matter.

For purposes of analysis, the Planning Area was divided into ten study areas -- seven of them lying within the city limits and three outside. (See Map 2). Such a division of the total Planning Area permits comparisons between different neighborhoods and functional areas. Tables 38 and 39 in the Appendix give detailed breakdowns of land use by acreages and percentages for each study area. Tables 28 and 29 give a more generalized picture of existing land use.

Land Use Classification

The use of land has been classified as follows:

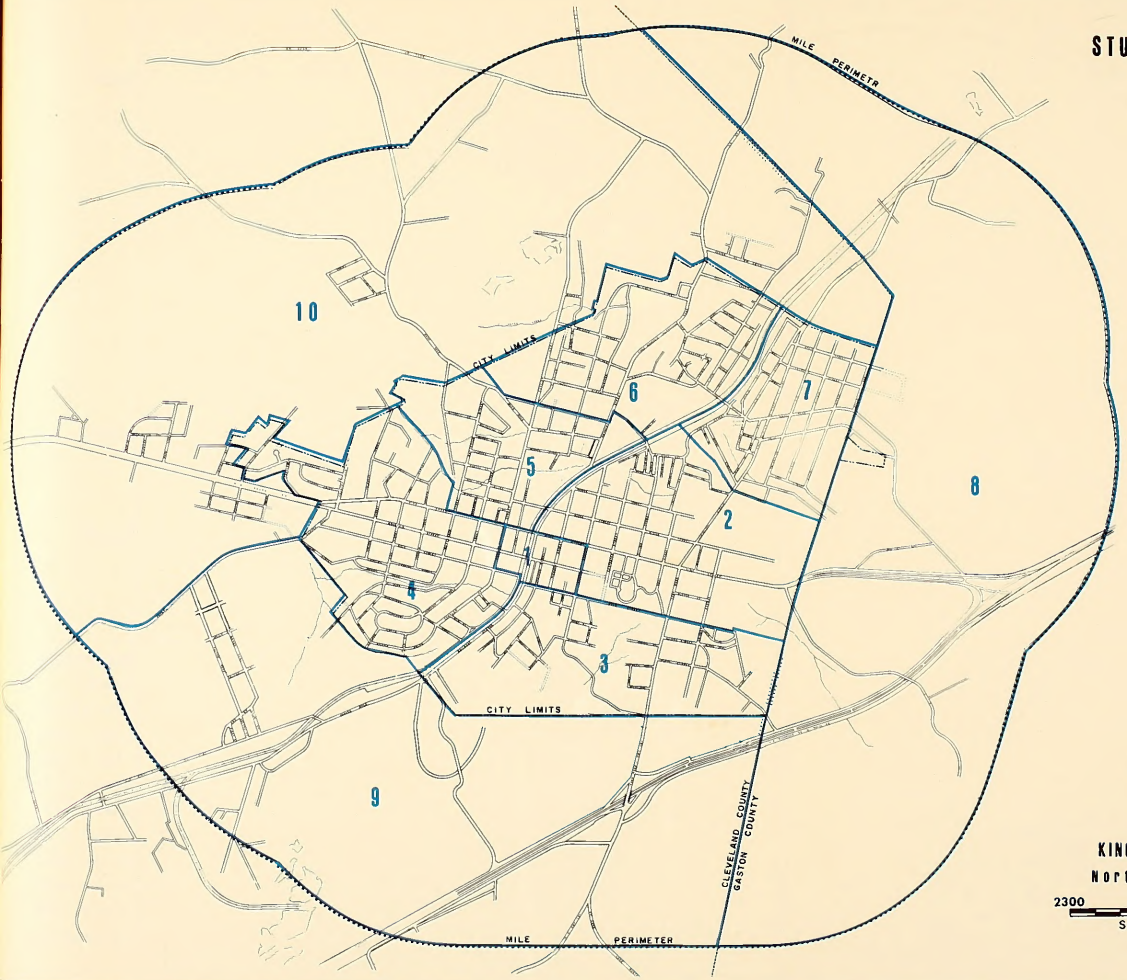
Transportation: Public and quasi-public rights-of-way including streets, alleys, roads, railroads; also parking lots and transportation terminals.

Production: Production uses were divided into two categories:

Heavy Industrial - manufacturing operations which are somewhat offensive by reason of smoke, dust, odors, glare, noise, vibration, traffic, outside storage, dilapidated appearance or some other feature which makes them undesirable neighbors to residences and related uses. Mines and quarries are included in this category.

Light Industrial - manufacturing or warehousing operations which are not offensive according to the criteria listed above. Public utility installations are included in this category.

STUDY AREAS



KINGS MOUNTAIN
North Carolina

2300 0 2300
Scale In Feet

MAP-2

Commercial: Commercial uses were divided into two main categories and the second category was further subdivided into three categories:

Retail - establishments supplying commodities to the general public at retail.

Services - establishments of a business or professional character which supply general needs of an intangible nature to the public.

Consumer Services: barber and beauty shops, dry cleaners and laundromats, restaurants, motels, amusements and communications.

Professional Services: doctors, dentists, optometrists, lawyers, insurance agencies, realtors, banks and loan companies, accountants.

Business Services: repair shops such as automobile garages, radio and TV repair shops, and the like.

Social and Cultural: Social and cultural uses were divided into two categories:

Public: schools, parks, cemeteries and public buildings.

Quasi-Public: churches, clubs and similar facilities.

Residential: Structures used as homes for human habitation such as single-family, two-family, multi-family dwellings or apartments, tourist homes and trailer houses. (Divided into single-family, two-family and multi-family categories in the Tables in the Appendix.)

Undeveloped Land

Undeveloped or vacant land can be defined as land which is devoid of urban development -- even though it might be in agricultural use. Within Kings Mountain there are 713.4 acres of undeveloped land (or about 32.7 per cent of the total city acreage). This is a lower percentage of undeveloped land than most cities have. This means one of two things -- either Kings Mountain has developed in a more compact manner than most other cities, or it has not annexed much of the semi-urban land on its fringes. Some of the undeveloped land is in creek bottoms or is otherwise undevelopable; perhaps 15 per cent (or 107 acres) is in this category. The rest of the vacant acreage might well be developed in order to capitalize on the nearness

of existing utilities. It is usually preferable for new development to occur within a reasonable distance of the city's water and sewer lines. This way, lot sizes do not need to be so large because there is no need to accommodate a private well and/or a private septic tank on the same lot. Most of the existing vacant spaces are located in the far southern and eastern quadrants of town, although there are some remaining voids in the northern and western sections as well.

No implication is here intended that all vacant lots should be built upon; some vacant lots make excellent playfields. But it is important for the city to discourage sprawl for sprawl's sake. Of course, this comment applies primarily to the fringe area where 77.3 per cent of the total acreage is vacant or farmed. This leaves only 22.7 per cent of the land which is presently in urban use. More will be converted to urban use as the years go by. Hopefully, utility extension policies will favor close-in subdividing. For the Planning Area as a whole, 66.6 per cent of the total acreage is undeveloped while 33.4 per cent is developed for urban purposes.

The most significant areas of development lying outside the city limits are along U. S. 74 heading westward to Shelby, along N. C. 216 heading southwestward to Spartanburg, along N. C. 161 heading southward to York, South Carolina, and along N. C. 216 heading northwestward to Cherryville. It is unlikely that the spaces between these major arterials will fill up within the planning period -- which might be taken as 1965-1985. There will be no shortage of land useable for residential purposes, but there may be a shortage of good commercial or industrial sites, useable school or park sites, or street or highway rights-of-way.

Map 3 depicts the existing land use pattern in as much detail as it was feasible to utilize.

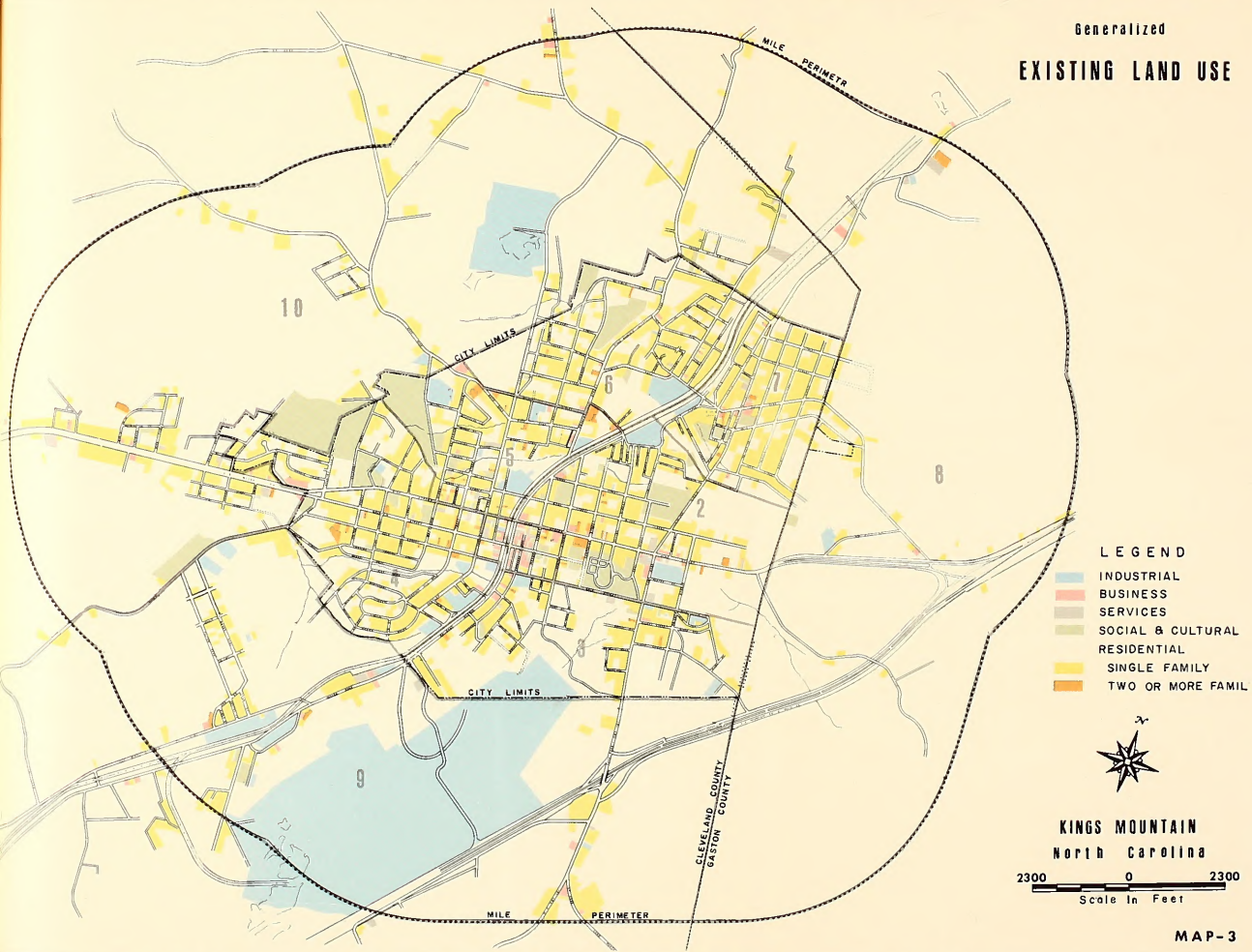

Generalized
EXISTING LAND USE
MILE PERIMETER
CITY LIMITS
CITY LIMITS
CLEVELAND COUNTY
GASTON COUNTY
MILE PERIMETER
10
6
7
5
8
2
3
9
LEGEND
INDUSTRIAL
BUSINESS
SERVICES
SOCIAL & CULTURAL
RESIDENTIAL
SINGLE FAMILY
TWO OR MORE FAMIL
N
KINGS MOUNTAIN
North Carolina
2300 0 2300
Scale In Feet
MAP-3

TABLE 28

	1
Transportation	17.
Production	0.
Retail Business	6.
Services	5.
Social & Cultural	3.
Residential	14.
Developed Acres	47.
Vacant	3.
Total	51.0

TABLE 29

	.1
Transportation	37.
Production	1.
Retail Business	12.
Services	11.
Social & Cultural	7.
Residential	29.
Total Developed	100.
Developed Acreage as Per Cent of Total Acres	93.
Vacant	7.
Total	100.

TABLE 28 GENERALIZED KINGS MOUNTAIN LAND USE - ACREAGE

	1	2	3	4	5	6	7	Total City	8	9	10	Total Fringe	Grand Total
Transportation	17.5	61.3	43.8	71.2	35.6	54.0	51.5	334.9	139.5	166.5	118.0	424.0	758.9
Production	0.7	20.5	39.3	14.8	22.7	12.9	4.0	114.9	5.7	520.0	102.4	628.1	743.0
Retail Business	6.0	5.2	2.0	2.0	3.2	1.0	2.1	21.5	3.5	6.0	5.3	14.8	36.3
Services	5.6	3.5	--	3.5	3.0	.3	.8	16.7	4.4	9.4	10.1	23.9	40.6
Social & Cultural	3.6	55.6	3.7	37.4	39.7	25.1	9.9	175.0	2.9	5.0	78.4	86.3	261.3
Residential	14.0	168.3	87.9	175.3	90.4	137.1	132.0	805.0	62.0	111.1	211.6	384.7	1189.7
Developed Acres	47.4	314.4	176.7	304.2	194.6	230.4	200.3	1468.0	218.0	818.0	525.8	1561.8	3029.8
Vacant	3.6	108.1	223.4	134.8	51.3	122.6	69.6	713.4	2249.8	1005.9	2060.5	5316.2	6029.6
Total	51.0	422.5	400.1	439.0	245.9	353.0	269.9	2181.4	2467.8	1823.9	2586.3	6878.0	9059.4

TABLE 29 GENERALIZED KINGS MOUNTAIN LAND USE - PERCENTAGES

	1	2	3	4	5	6	7	Total City	8	9	10	Total Fringe	Grand Total
Transportation	37.0	19.5	24.8	23.4	18.3	23.5	25.7	22.8	64.0	20.4	22.4	27.2	25.0
Production	1.5	6.5	22.2	4.9	11.7	5.6	2.0	7.8	2.6	63.6	19.5	40.2	24.5
Retail Business	12.7	1.7	1.1	.7	1.6	.4	1.1	1.5	1.6	.7	1.0	1.0	1.2
Services	11.9	1.1	--	1.2	1.5	.1	.4	1.2	2.1	1.1	1.9	1.5	1.4
Social & Cultural	7.5	17.7	2.1	12.3	20.4	10.9	5.0	11.9	1.3	.6	15.0	5.5	8.6
Residential	29.4	53.5	49.8	57.5	46.5	59.5	65.8	54.8	28.4	13.6	40.2	24.6	39.3
Total Developed	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Developed Acreage as Per Cent of Total Acres	93.0	74.4	44.2	69.3	79.1	65.3	74.2	67.3	8.8	44.9	20.3	22.7	33.4
Vacant	7.0	25.6	55.8	30.7	20.9	34.7	25.8	32.7	91.2	55.1	79.7	77.3	66.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Transportation

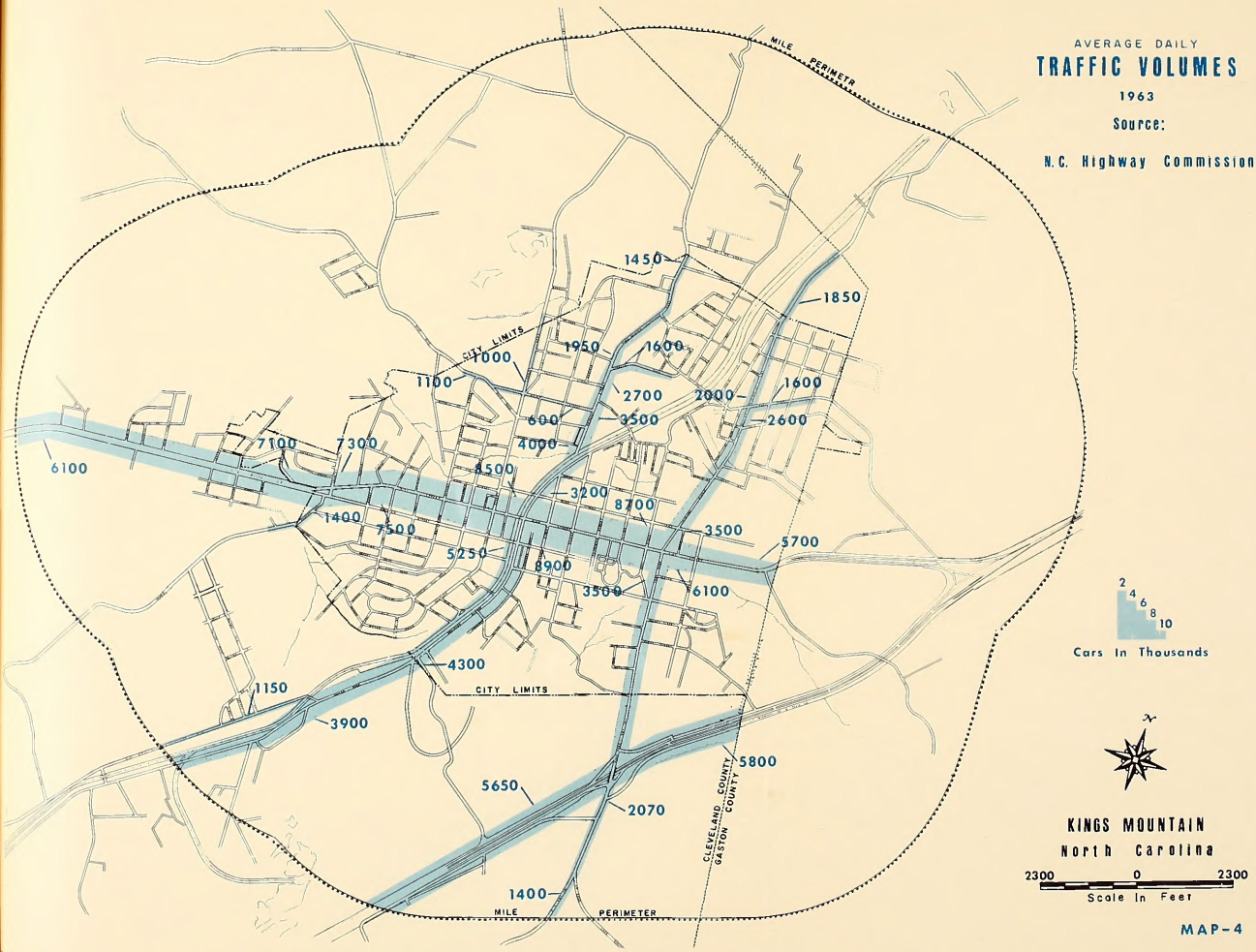
As already explained, the transportation category includes both rights-of-way and terminal uses, e.g., streets and railroads as well as parking lots and bus stations. Transportation uses typically rank second only to residential uses in total acreage. This is the case in Kings Mountain where 22.8 per cent of the developed acreage is thus committed. A town is considered pretty well laid out if less than 25 per cent of its developed acreage is devoted to streets. In view of the fact that a small portion of the 22.8 per cent which Kings Mountain has tied up in transportation facilities accommodates railroads or falls in the terminal sub-category, it appears that Kings Mountain has been quite efficiently laid out. Within the fringe area, where development is more scattered, it takes more roads, proportionately, to serve a given number of dwellings and businesses. Hence, just over 27 per cent of the developed acreage in the fringe area is devoted to transportation uses. For the total Planning Area the percentage is roughly 25.

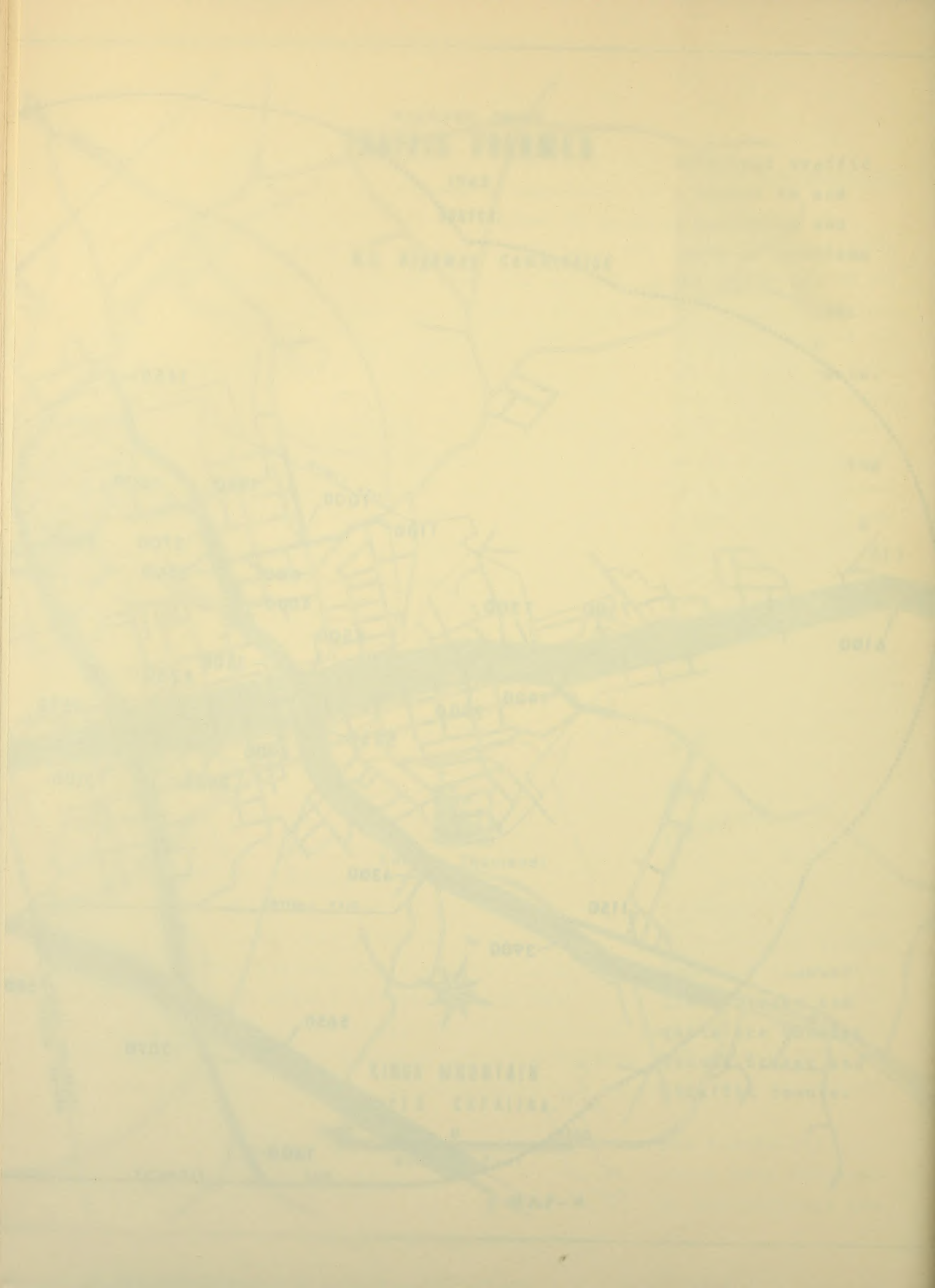
In spite of the favorable percentage in streets mentioned above, there are many sections of Kings Mountain where double-frontage lots, awkwardly-shaped lots, dead-ends and areas without proper access are legion. This indictment is especially true of certain mill village areas. Prime examples are the mill village situated between the railroad tracks, Chestnut Street, Phenix Street and Hill Street and the one situated between Cranford Drive, Linwood Road, Phillips Drive and the railroad tracks. Dead-ends are noteworthy in the southeastern part of town. Poorly platted streets, blocks and lots go together; once an area has been subdivided it is extremely difficult to undo the damage wrought by poor design. One other thing should, however, be said in King Mountain's favor and that is that a high percentage (82.7%) of its street mileage is paved.

Off-street parking seems to be a problem in several areas. The downtown area provides the best case in point, but certain factories and institutions are also affected. The downtown, the larger factories,

the hospital and schools obviously constitute the principal traffic generators in town. It is extremely important that access to and from them be accomplished with a minimum of turning movements and that off-street parking be adequate. Besides the conflict problems which heavy traffic creates at even the best-designed and best-signed intersections, there are added problems where jogs and off-sets force motorists to make added or acute turns -- such as at Battleground and Gold Streets and Battleground and Piedmont Streets.

The busiest thoroughfare in Kings Mountain is, by all odds, King Street (U. S. 74); and the busiest intersection is that of King Street and Battleground Avenue. An average of 8,900 vehicles per day passed along King Street at this point during 1963. The second busiest intersection was that of King Street and York Road (N. C. 161) where the 24-hour annual average traffic count was 8,700 vehicles. Some 7,500 vehicles per day passed the King Street-Sims Street intersection and 7,100 passed the point where King and Mountain Streets converge. Some 5,700 vehicles per day entered Kings Mountain from Gaston County on U. S. 74. The second busiest thoroughfare was Battleground Avenue which had 5,250 vehicles per day between King and Gold Streets and 4,300 vehicles per day at the southern city limits. A northerly continuation of Battleground Avenue, Piedmont Avenue, had 4,000 vehicles per day where it crosses the railroad tracks and 2,700 where Linwood Road veers off. At the northern city limits this same Piedmont Avenue had only 1,450 vehicles per day during 1963. York Road (N. C. 161) had a count of 3,550 vehicles per day at a point just south of King Street and its northerly extension, Cleveland Avenue, had 1,600 at its intersection with Linwood Road. Important radial routes include Waco Road-Walker Street and Phifer Road. The chief cross-town or collector streets are Cansler and Watterson Streets, Mountain and Gold Streets, Second Street and Linwood Road. Map 4 shows major streets and their traffic counts.


AVERAGE DAILY
TRAFFIC VOLUMES
1963
Source:
N.C. Highway Commission
MILE PERIMETER
CITY LIMITS
1450
1850
1950
1600
1000
1100
2700
2000
1600
600
3500
2600
4000
7100
7300
6100
8500
3200
8700
1400
7500
3500
5700
5250
8900
3500
6100
4300
CITY LIMITS
1150
3900
5800
5650
2070
CLEVELAND COUNTY
GASTON COUNTY
1400
MILE PERIMETER
2
4
6
8
10
Cars In Thousands
N
KINGS MOUNTAIN
North Carolina
2300
0
2300
Scale In Feet
MAP-4



The passage of the Southern Railway's tracks right through the center of town causes not only periodic congestion and traffic delay but absolute danger to life and limb. There have been some bad wrecks at the various grade crossings -- especially where Mountain and Gold Streets cross the railroad tracks in the heart of the CBD. The Piedmont Avenue crossing is also very dangerous because it is so broad. There are, in fact, seven at-grade crossings within Kings Mountain and only two grade separations. Surely, something can be done to improve this hazardous situation.

Production

About 7.8 per cent of the developed acreage within Kings Mountain is devoted to production uses. It has been said that at least 10 per cent of a town's developed acreage should be used by or preserved for industry. However, this figure is relative to the type of industry which predominates in the town (intensive or extensive) and the inclusiveness of the town's corporate limits. Fully 40.2 per cent of the developed acreage within the fringe area and 24.5 per cent of that within the total Planning Area is occupied by industrial uses, but the bulk of this acreage is devoted to mining operations.

The pattern of industrial development within the city limits is fairly rational; e.g., most of the larger mills, especially the older ones, are located alongside railroad tracks. This relationship is no longer as necessary from an access and shipping standpoint as it once was. However, it is still desirable from a land use standpoint because industrial facilities, especially "heavy" ones, can utilize as well as tolerate railroad frontage much better than private homes can. The modern trend, which can be noted around Kings Mountain, is toward outlying locations where plenty of land in single ownership is available for one-story plants, expansion room, parking and landscaping. This trend has both good and bad aspects. On the positive side it must be admitted that most of these new plants are better neighbors than the older ones. On the negative side it must be admitted that

some of the plants which might be located in proximity to residential areas might have a very adverse effect on surrounding property values and neighborhood liveability. This adverse effect could result from heavy traffic as well as from smoke and other by-products. Protecting residential areas from industrial intrusion is, however, only one side of the coin; protecting industries, present or potential, from residential intrusion is the other side. It would be a tragedy for a city like Kings Mountain whose overall growth depends on industrial growth to permit its choicest potential industrial sites to be pre-empted for less critical uses. Techniques for preserving prime industrial sites in and around Kings Mountain will be suggested in the Land Development Plan.

Retail Business

About 1.5 per cent of the total city acreage is devoted to retail business uses. (Actually, an acre and a half of wholesale uses have been included in the 21.5-acre total because it was not deemed appropriate to create a separate wholesale category.) Within the fringe area slightly less than one per cent of the developed acreage is occupied by retail uses. Within the Planning Area 1.2 per cent of the developed acreage is so used. The largest concentration of retail acreage is in Study Area 1 (the downtown), as one might expect. The second and third largest concentrations are in Study Areas 2 and 4. It will be noted that King Street threads through all of these areas and that ribbon-type commercial development along this important street accounts for much of the total acreage. Ribbon or strip commercial development has a tendency to clog the streets upon which it depends for access and success. King Street will surely be clogged with traffic (made worse by an excess of curb cuts which encourage turning movements) by the time a new U. S. 74 Bypass can be built. Cleveland Avenue-York Road is also in danger of becoming built up with strip commercial facilities. Clustering of commercial facilities at the more important intersections and on the more suitable terrain, through proper zoning, should be the goal. However, it must

be recognized that there are certain kinds of businesses, e.g., the automotive and building supply types, which are normally free-standing and have little inclination to cluster. They are usually located on major thoroughfares leading out of town -- along with food distribution facilities and tourist-oriented businesses. This pattern is tolerable as long as the establishments involved are well-maintained. Kings Mountain is fortunate in that all of its entrances are presently quite presentable. There are remarkably few junk yards and billboards. However, there is a danger that the southern gateway (via N. C. 216) will become cluttered with unsightly installations.

Another problem which affects the retail business community is that of run-down or vacant business buildings. This problem is most noticeable in the CBD, but there are examples in other parts of town as well. Vacant stores in residential areas are bad enough; when they are downtown they have a positively depressing effect on sales. Most people enjoy window-shopping; when they must walk past a vacant store (or even a non-CBD use like a service station) they are frustrated. Vacant upper floors which have not been disguised in some way make a downtown seem half-dead. Worn-old awnings and unkempt signs contribute to a feeling of non-gaiety which is bad for sales. No more will be said about this problem in this report since it will be undoubtedly covered in a future CBD Revitalization Plan.

Services

The services category includes personal or consumer, professional (including medical) and business (mostly repair) services. It accounts for 1.14 per cent of the developed area within Kings Mountain, 1.54 per cent of the developed acreage in the fringe area and 1.34 per cent of the total developed area. There is almost as much space devoted to services in the CBD as there is to retail business. Counting up-stairs office space there is surely more space devoted to services. Areas 2 and 4 each have about 3.5 acres of service uses while Area 5 has three acres. Services like barber and beauty shops, shoe shops, dry cleaners

and laundromats are located both downtown and in neighborhood shopping centers (such as the ones on North Piedmont Avenue and Cleveland Avenue). Legal and financial services are concentrated downtown while medical services are beginning to cluster around the hospital. Business services are located quite indiscriminately -- which causes many compatibility problems. Most people would not mind having a medical office or beauty shop next door, but they would strenuously object to the existence of an automobile garage or plumbing shop in their neighbor's back yard. Intermixed land usage tends to lower the value of residential areas in terms both of liveability and resale for dwelling purposes. One peculiar thing about Kings Mountain is its lack of a modern drive-in restaurant. Surely there is enough tourist traffic and teenager business to support one.

Social and Cultural

Social and cultural uses occupy 11.9 per cent of the developed acreage within Kings Mountain. This is a relatively high percentage -- showing that a premium has been placed on the spatial needs of those facilities which affect the physical and spiritual well-being of the townspeople. About 5.5 per cent of the fringe area and 8.6 per cent of the Planning Areas have been developed for social and cultural purposes. The largest single uses are the new senior high school grounds (75 acres), the Country Club (70 acres), Davidson Park (25 acres), the Mountain Rest Cemetery (21 acres), Deal Street Park (18 acres), the hospital (10 acres) and certain of the elementary schools. Various churches and club houses also occupy generous sites. However, there are some site size, locational and parking deficiencies which deserve mention. The school structure which will be known as Central School whenever grades 9-12 move out has a 4.5-acre site which is entirely too small for its expected 1965-66 enrollment of 585 students. For that many students the school site should have at least 15 acres. Although parking will no longer be a major problem, additional playgrounds are badly needed. The likeliest direction for expansion would be to the east -- where there is a patch of badly

dilapidated houses. As noted in the table below, the West Elementary and Park Grace Schools also have serious site size deficiencies. The acreage figure for East Elementary School includes a ball diamond which is separated from the school plant by a busy highway. A new school may be needed in the Country Club area to relieve the load on West Elementary School (which has very little room to expand) and to accommodate new residential growth in this desirable area. The following table sets forth school site adequacy data.

TABLE 30 SCHOOL SITE ADEQUACY

Name of School and Grades	Class-rooms	Estimated Membership 1965-1966	Acreage Available	Minimum Acreage Needed	Apparent Difference
New Senior High School (9-12)	44	950	75.0	40.0	+35.0
Central School (1-8)	31	585	4.0	16.0	-12.0
West Elementary School (1-6)	9	260	3.0	10.0	- 7.0
East Elementary School (1-6)	12	340	9.0	10.0	- 2.0
North Elementary School (1-6)	12	340	20.0	10.0	+10.0
Park Grace Elementary School (1-6)	7	150	5.5	10.0	- 4.5
Bethware Elementary School (1-8)	12	340	5.0	10.0	- 5.0
Davidson Elementary School (1-8)	12	340	22.0	10.0	+12.0
Compact School (1-12)	21	630	5.0	30.0	-25.0
Elementary		385			
High School		245			
Total	160	3,935	148.5	146.0	-55.5*

*Disregarding the overages.

Park facilities in Kings Mountain are adequate in terms of acreage, although some of the total acreage is unimproved. The National Recreation Association recommends that a municipality have one acre of parks or playgrounds (exclusive of school grounds) for every 100 persons in its population. Kings Mountain has 123 acres in public or semi-public recreational use (including the 70-acre golf course) so it exceeds the recommended standard. It is apparent, however, that the golf course is not utilized by the majority of citizens -- except in a visual sense. For the convenience of the citizenry the northside (Lion's) park should be further improved and a playground developed in the southwestern part of town.

Residential

Residential land use is by far the largest category of land use within Kings Mountain and within the total Planning Area -- though not within the fringe area. Some 805 acres (or about 55 per cent of the city's developed acreage) are devoted to residential purposes. This is more than twice the acreage and percentage occupied by transportation uses within the city and more than half-again the acreage and percentage occupied by transportation uses within the whole Planning Area. Within the fringe area, with its rather sparce development, residential uses occupy only 385 acres (or about 24.6 per cent of the developed acreage) as contrasted with production's 628 acres (40.2 per cent of the developed acreage) and transportation's 424 acres (27 per cent of the developed acreage). The large mines and quarries, of course, account for most of the production land use.

It can be seen, at any rate, that the location and quality of a city's residential areas can make or break the city's image as a very desirable place to live. The areas of higher-valued homes are primarily to the far west, southwest and northwest of the CBD -- also to the east, far northeast and far north of the CBD. Post-World War II residential developments of considerable size have materialized in the following areas:

(1) To the north of King Street (U. S. 74) and west of Goforth Street.

(2) To the south of Gold Street and west of Cansler Street (including Phifer and Maner Roads).

(3) To the north of Stone Street and east of Cleveland Avenue.

(4) To the north of Linwood Road between Piedmont Avenue and the railroad tracks.

(5) To the north of Lackey Street between Piedmont Avenue and Cansler Street.

Other new, but smaller developments are adjacent to Waco Road (about one-half mile beyond the city limits), on Belvedere Circle, on East Ridge Street and adjacent to York Road (both within and beyond the city limits). Therefore, it appears that the main directions of growth have been to the far west and north in spite of the fact that there is considerable vacant land lying within the city limits. Much of this vacant land is in the southeast quadrant where the proximity of the quarry detracts from its desirability. This land does, however have the advantage that it can be served with city utilities rather inexpensively.

According to the Census, 12.5 per cent (or 289) of the total inventory of 2,295 dwelling units in Kings Mountain were built between 1955 and March, 1950. Another 11.3 per cent (or 260) were built between 1950 and 1955. The ten-year period between 1940 and 1950 saw the construction of about 20 per cent of the present stock. Hence, about 44 per cent of Kings Mountain's 1960 housing inventory was built either during or following World War II. According to building permit data obtained from the City Clerk, only 171 new dwelling units were built between March, 1960, and October, 1964. Therefore, it looks as if the building boom has slowed down a bit. It should be noted, however, that a slightly shorter period is involved. New industry could cause the residential building boom to resume.

It is a cardinal principle of city planning that all of the citizens of a community deserve at least a certain minimum amount of privacy, light and air. These amenities are sometimes denied them when housing is huddled overly close together. It is also difficult for emergency vehicles to reach dwellings which are stacked one behind the other. Examination of the various study areas in Kings Mountain reveals that none of them exceed reasonable standards of density when evaluated on a neighborhood-wide basis. However, it is obvious that certain blocks and lots within certain study areas are over-crowded. The best example of over-crodwing in the city is the nine-unit apartment complex near the intersection of King and Carpenter Streets. The figures in the table below are not net figures (although streets and other public uses have been deleted, the unused portions of large lots with only one house on them have not been deleted), but they may be of interest to the reader. The CBD has the highest density, as one might expect; and it is followed by Study Area 5, the predominantly non-white neighborhood. Areas 6 and 4, which include some duplexes and mill housing are next in line.

TABLE 31 HOUSING UNITS PER RESIDENTIALLY-USED ACRE

Study Area	Dwelling Units	Residential Acres	Dwelling Units per Acre
1	63	13.96	4.51
2	415	168.30	2.46
3	227	87.90	2.58
4	478	175.34	2.72
5	295	90.43	3.26
6	420	137.12	3.06
7	332	132.01	2.51
Total City	2,230	805.06	2.76
8	96	61.97	1.54
9	177	111.11	1.59
10	283	211.61	1.33
Total Fringe Area	556	384.69	1.44
Grand Total	2,786	1,189.75	2.34

The matter of housing density is closely related to that of housing types. The following table gives a breakdown of housing types by study areas.

TABLE 32 KINGS MOUNTAIN HOUSING TYPES

Study Area	Single-Family	Two-Family	Multi-Family	Trailers
1	52	3 (6)*	1 (5)*	0
2	359	11 (22)	8 (26)	8
3	208	4 (8)	1 (5)	6
4	440	11 (22)	1 (3)	13
5	242	23 (46)	1 (4)	3
6	408	5 (10)	0	2
7	312	7 (14)	1 (4)	2
Total City	2,021	64 (128)	13 (47)	34
8	59	1 (2)	0	35
9	166	3 (6)	1 (4)	1
10	268	3 (6)	0	9
Total Fringe Area	493	7 (14)	1 (4)	45
Grand Total	2,514	71 (142)	14 (51)	79

*Figures in parentheses represent the number of families involved.

Analysis of the foregoing statistics shows that 90.6 per cent of the dwelling units within the city are of the single-family type. For the fringe area, 88.7 per cent of the dwelling units are of the single-family type; and for the total Planning Area the figure is 90.2 per cent. The lower percentage in the fringe area is due to the large number of trailers there because there are only seven duplexes and one fourplex. Considering the number of structures (and disregarding the number of dwelling units or families), 94.8 per cent of the city's housing inventory is composed of single-family structures, 90.3 per cent of the fringe area's and 93.9 per cent of the Planning Area's. In summary, Kings Mountain is not extraordinary insofar as its number of non-single family structures is concerned. Therefore, it should not be necessary to provide for large areas of multi-family housing in the Land Development Plan. Only in Area 5 is there a significant scattering of duplexes. Area 2 has the most multi-family units, but some of them

are actually boarding houses. Area 4 contains the only large trailer court in the city. The spotting of trailers on individual lots can lead to the establishment of trailer parks which are not properly laid out or sanitized. Refuse disposal can be very troublesome.

Another important aspect of residential land use is housing quality. Housing conditions were evaluated, for purposes of this report, by means of a "windshield survey" taken during the Summer of 1964. No attempt was made to assess the internal adequacy of individual residences. It was primarily the impact of a certain quality of house on its neighborhood that was evaluated. Hence, a sagging porch or missing siding would, by this procedure, receive more negative weight than a lack of plumbing facilities. Initially, four classifications were utilized:

CONSERVE: Housing that is in above-average condition. Regulations and codes must, however, be enforced to keep areas with this type of housing stable and attractive.

MINOR REPAIR: Housing that needs minor repairs, such as painting, porch and window repairs, etc., and which can be repaired with a minimal outlay.

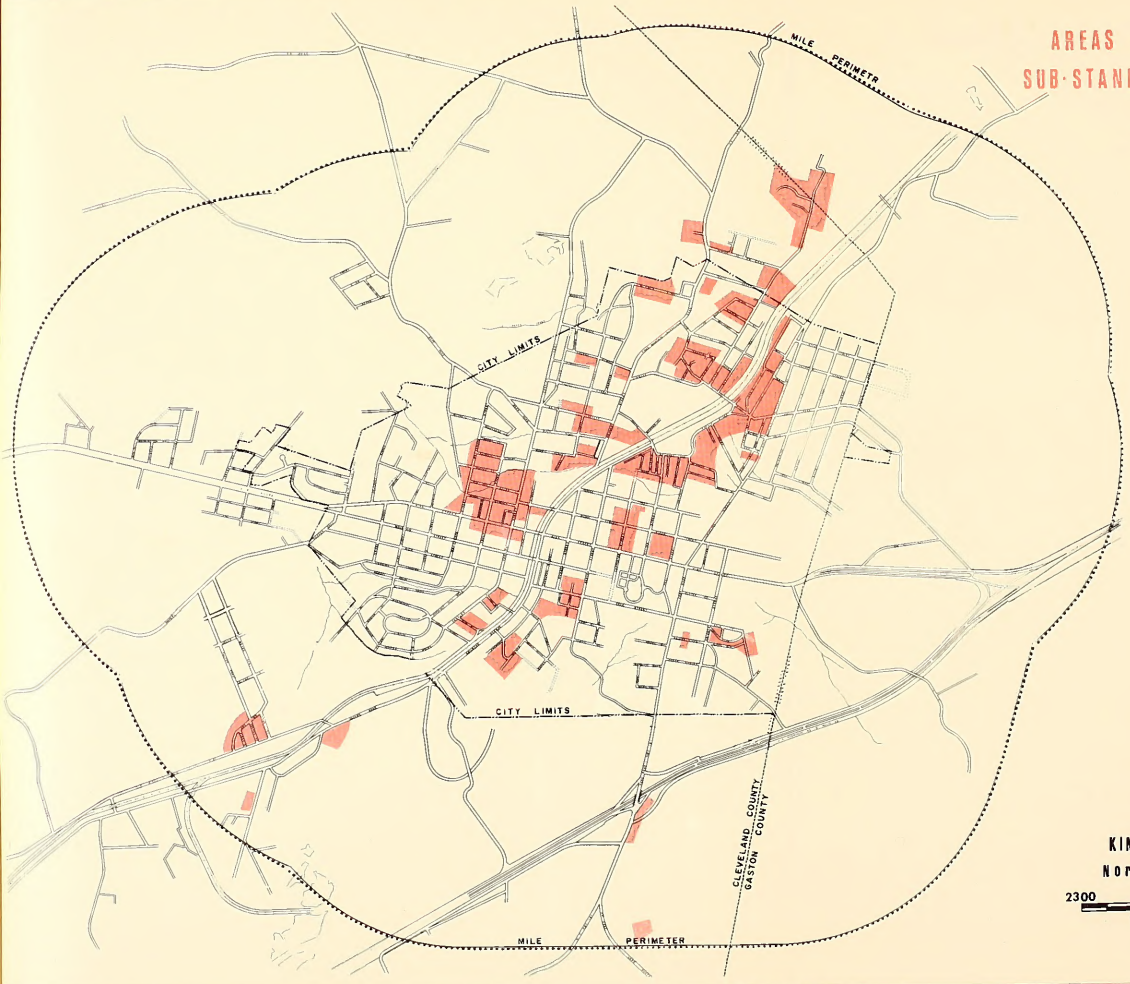
MAJOR REPAIR: Housing that has started to deteriorate and needs extensive repair. Examples of this type display cracked foundations, sagging roofs, and so forth.

DILAPIDATED: Housing that has reached a stage where it would not be economically feasible to repair and should be condemned and razed.

A tally by study areas of the structures which were classified according to each of these categories is contained in Table 33, while percentages of each type for each area are shown in Table 34.

Map 5 shows areas of mostly substandard housing.

AREAS OF MOSTLY SUB-STANDARD HOUSING



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KINGS MOUNTAIN
North Carolina

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Scale in Feet

MAP-5

TABLE 33 KINGS MOUNTAIN HOUSING CONDITIONS

Study Area	NUMBER OF STRUCTURES				
	Conserve	Minor	Major	Dilapidated	Total
1	17	15	24	0	56
2	120	112	135	20	387
3	61	67	83	8	219
4	304	91	66	4	465
5	78	99	59	34	270
6	87	164	158	6	415
7	187	42	90	3	322
Total City	854	590	615	75	2,134
8	51	19	23	2	95
9	51	76	37	7	171
10	128	94	46	12	280
Total Fringe Area	230	189	106	21	546
Grand Total	1,084	779	721	96	2,680

Housing receiving a "conserve" or "minor repair" classification can be considered "standard", and housing receiving a "major repair" or "dilapidated" classification (which corresponds roughly to the Census' "deteriorating" and "dilapidated" categories) can be considered "substandard." It will be noted that the study area with the highest number of substandard structures is Area 6, a predominantly mill village area, followed closely by Area 2, an older, mixed use area. Areas 5 and 7 each have 93 substandard structures and Area 3 has 91. Area 4, a stable, private ownership area, has only 70 and Area 1, the CBD, has but 24. Percentage-wise the picture is a little different. The rank order from worst to best is: Area 1, 3, 2, 6, 5, 7, and 4. For the fringe area the rank order by number of substandard structures is 10, 9, 8. Percentage-wise it is 8, 9, and 10.

TABLE 34 KINGS MOUNTAIN HOUSING CONDITIONS - PERCENTAGES

Study Area	Conserve	Minor	Major	Dilapidated	Total
1	30.35	26.78	42.85	--	100.00
2	31.00	28.94	34.88	5.16	100.00
3	27.85	30.59	37.89	3.65	100.00
4	65.37	19.56	14.19	0.86	100.00
5	28.88	36.66	21.85	12.59	100.00
6	20.96	39.51	38.07	1.44	100.00
7	58.07	13.04	27.95	0.93	100.00
Total City	(40.01)	(27.64)	(28.81)	(3.51)	(100.00)
8	53.68	20.00	24.21	2.10	100.00
9	29.82	44.44	21.63	4.09	100.00
10	45.71	33.57	16.42	4.28	100.00
Total Fringe Area	(42.12)	(34.61)	(19.41)	(3.84)	(100.00)
Grand Total	40.44	29.06	26.90	3.58	100.00

The following table compares Kings Mountain with several other Piedmont cities in terms of standard and substandard housing.

TABLE 35 HOUSING COMPARISON

Name of City	Per Cent Standard	Per Cent Substandard
Albemarle	86.5	13.5
Thomasville	82.5	17.5
Monroe	81.4	18.6
Mt. Airy	79.9	20.1
Shelby	74.0	26.0
Kings Mountain	67.7	32.3
Madison	67.0	33.0
Average	77.0	24.4

It is difficult to determine why Kings Mountain has twice as much substandard housing as Albemarle. The existence of sizeable areas of mill housing in Kings Mountain cannot explain the phenomenon -- because Albemarle also has lots of mill housing. Perhaps it could be said that the classification of housing according to its neighborhood impact was unduly strict. Then too, no attempt was made to bring these figures into harmony with census figures

which ordinarily count a dwelling as standard if it has adequate plumbing facilities. Nevertheless, it must be admitted that Kings Mountain has a few blighted areas which call for the adoption and enforcement of an up-to-date housing code. Said code would set minimum standards for human occupancy.

There are 241 residential structures in Kings Mountain which are occupied by non-whites. These 241 structures apparently house 259 families. (The Census showed 279.) Only 20 non-white families live within the fringe area -- of which 11 occupy standard quarters. Fully 70 per cent of the 241 non-white dwelling structures in Kings Mountain are substandard. The following table provides more detail concerning non-white housing conditions. It will be noted from the table that Study Areas 2-5 are the only in-town neighborhoods with non-white householders. Study Area 5 has more than two-thirds of the total; and those in Area 4 are just across the street from Area 5. Those in Area 3 are few in number, but relatively well-maintained. Those in Area 2 are predominantly substandard -- some even abandoned.

TABLE 36 NON-WHITE HOUSING CONDITIONS - KINGS MOUNTAIN

Study Area	Conserve		Minor Repair		Major Repair		Dilapidated		Total	
	Str.	DU	Str.	DU	Str.	DU	Str.	DU	Str.	DU
1	0		0							
2	0		10	(10)*	13	(20)*	10	(10)*	33	(40)*
3	6	(6)	4	(4)	4	(4)	4	(4)	18	(18)
4	3	(3)	2	(2)	11	(12)	3	(3)	19	(20)
5	18	(20)	30	(33)	93	(96)	30	(32)	171	(181)
6	0		0							
7	0		0							
Total City	27	(29)	46	(49)	121	(132)	47	(49)	241	(259)
8	0		0		3	(3)	2	(2)	5	(5)
9	2	(2)	4	(4)	2	(2)	2	(2)	10	(10)
10	0		3	(3)	0		2	(2)	5	(5)
Total Fringe Area	2	(2)	7	(7)	5	(5)	6	(6)	20	(20)
Grand Total	29	(31)	53	(56)	126	(137)	53	(55)	261	(279)

*Figures in parentheses represent the number of families involved.
Source: U. S. Bureau of Census, Census of Housing

OTHER LAND USE CONSIDERATIONS

The following land use problems have been pretty thoroughly discussed in the foregoing pages:

(1) Poorly platted streets, blocks and lots.
(2) Traffic bottlenecks and points of conflict.
(3) Inadequate off-street parking.
(4) Inadequate school sites.
(5) Substandard housing.
(6) Intermixed land uses.
(7) Run-down or vacant business buildings.
(8) Ribbon or strip commercial development.
(9) Preservation of prime industrial sites.

The following land use considerations have not yet been adequately treated:

(10) Public health and sanitation.
(11) Annexation priorities.
(12) Adequacy of present zoning.
(13) Future land use projections.

Since public health and sanitation are among the most crucial motives for annexation -- whether viewed from the outsider's standpoint or from the city's -- these matters will be treated along with annexation. Analysis of the present zoning ordinance (the primary tool for governing land use) will involve both textual and map considerations. The projections of land use needs which follow are included mainly as an introduction to the forth-coming Land Development Plan.

Annexation - Past and Future

Map 6 shows the growth of Kings Mountain by annexation since World War II. The boundaries of the town up until World War II were pretty stable -- except for the major addition in 1923 of the area comprising East Kings Mountain town (which had a 1920 population of 835). The first post-war annexation was that of the southwesterly reaches of the Plonk Development (most of which was already within the city limits) on September 3, 1946. Two potential park areas were annexed on October 17, 1955 -- one in the vicinity of the North Elementary School and the other being the present site of the Davidson Swimming Pool. On June 9, 1960, the Country Club Subdivision was annexed as far to the west as Roxford Road. Subsequently, two additional tracts were annexed in the area contiguous to (i.e., west of) Roxford Road. Finally, on June 6, 1963, the Crawford Development (which lies in Gaston County) was annexed. Hence, the city now has more of a lateral than a north-south spread. Ideally, a city should grow by concentric waves, but it is more typical for it to grow out along radial routes. With proper encouragement from the municipality (and with a burgeoning economy) the spaces between the "feelers" can be filled in to the mutual advantage of all.

It is important for a city to have a dynamic yet practical annexation policy. Kings Mountain has, in the past, done a satisfactory job of annexing contiguous areas which were predominantly urbanized. It has also extended city water to areas which may in the near future be annexed. This is a forward-looking policy, but it can backfire. If these lines are not large enough to serve those outside areas when fully developed there will be lots of duplication or even replacement of lines. Then too, streets and roads in the fringe area should be wide enough to provide for the laying of utility lines and to qualify for State maintenance until the city can afford to annex given areas. Subdivision regulations can help assure this much. In other words, adherence to the design and development standards set forth in the subdivision regulations will guarantee that no subdivisions will be laid out within the city or its one-mile perimeter areas which will

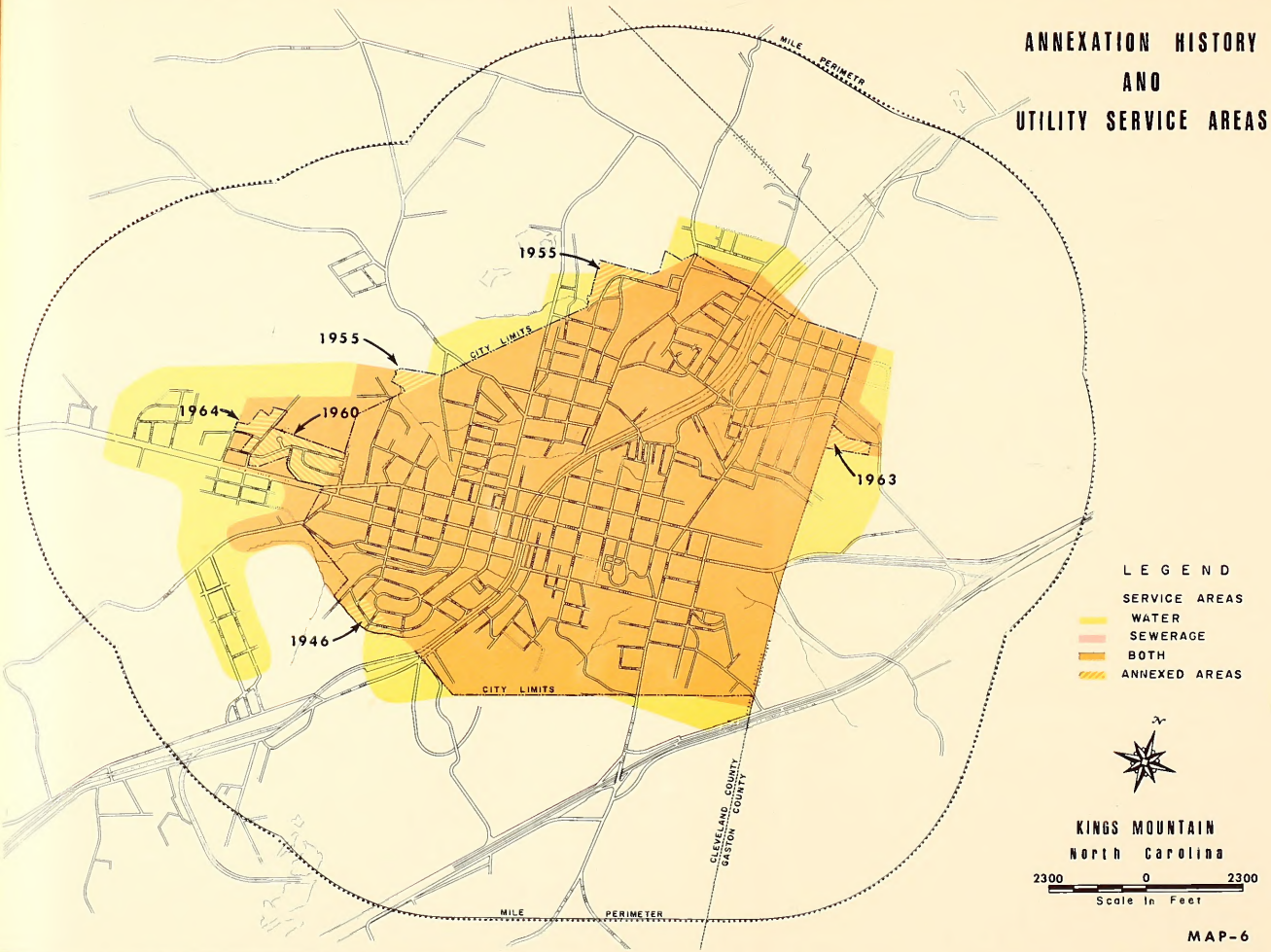
be difficult to serve with city utilities either at the outset or at some future time. The city should have concrete plans for annexing certain portions of the fringe area -- especially those which are already served or which could be conveniently served with city water and/or sewer lines. Areas which should be studied for possible annexation will be described in the up-coming Land Development Plan.

As a matter of background information, there are seven outside areas (including fairly large developments to the west and southwest) which are served with city water. On the other hand, some industries have their own wells -- although they draw upon the city system for most of their water needs. Private wells must be depended on within the balance of the Planning Area and some of these wells are woefully inadequate and unsafe. The entire city area which is now developed is served by sanitary sewers. However, only the area to the east of the railroad tracks is tied in with the city's modern sewage treatment plant. Homes and businesses located west of the railroad tracks contribute their sewage to a couple of Imhoff tanks which are old and inadequate. Overloading is already a serious problem. Plans are underway to correct this problem. Map 6 shows the areas presently served with city water and sewer lines.

Zoning Analysis

Zoning is a manifestation of the police power of a municipality to regulate land uses which might be detrimental to the public health, safety and welfare. It is strictly a preventative measure -- attempting as it does to rule out the unwise and hurtful use of land before it can be misused -- it has no retroactive affect. Hence, it must reflect up-to-date civic aims and aspirations.

Kings Mountain has a zoning ordinance which was adopted on November 11, 1948. It is typical of the ordinances adopted right after World War II; and it was probably adequate for the first ten or so years after its adoption (except that the map seems not to have been


ANNEXATION HISTORY
AND
UTILITY SERVICE AREAS
MILE PERIMETER
1955
1955
CITY LIMITS
1964
1960
1963
1946
CITY LIMITS
CLEVELAND COUNTY
GASTON COUNTY
MILE PERIMETER
LEGEND
SERVICE AREAS
WATER
SEWERAGE
BOTH
ANNEXED AREAS
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KINGS MOUNTAIN
North Carolina
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MAP-6

revised to reflect various annexations). However, zoning ordinances must be revised periodically to keep them current and reasonable. Otherwise they contribute to, rather than prevent, land use problems. The Kings Mountain Zoning Ordinance is, therefore, about six years overdue for a revision. Some of its features which need revising are the following:

(1) The present ordinance does not apply within the one-mile perimeter; hence, fringe area property owners have no protection against incompatible developments which spill over from the town. Kings Mountain has the necessary authority to extend its zoning jurisdiction for one mile in all directions from the city limits -- Gaston County notwithstanding.

(2) There are not enough different districts to permit the creation or preservation of certain functional areas. For example, the so-called Neighborhood Trading District is applied to small neighborhood shopping districts and large highway business districts indiscriminately. These two types of business districts have different requirements and characteristics which should be recognized in the zoning ordinance. The same goes for residential areas -- to have only one district means that multi-family dwellings can go anywhere.

(3) Business and industrial districts are not exclusive -- they allow residences and related facilities. This is an old-fashioned approach which has not proved advantageous either to the residences or to the businesses and/or industries which presumably belong in such districts. Prime commercial and/or industrial property should not be pre-empted by more site-flexible uses; exclusive business and industrial zoning is the only way to prevent this from happening.

(4) The zoning map, as published in the 1948 booklet, is completely out-of-date. Post-war annexations and the zoning thereof are not shown. Furthermore, it is difficult to tell exactly where the zone boundaries go since no property lines are shown and some streets are missing. Speaking of streets, the 1948 ordinance does not require sufficient setbacks from the street (especially in the case of major streets) nor adequate lot width in residential areas. There is no requirement for street frontage at all; hence, more than one house can occupy a single lot, thereby causing problems of access and sanitation.

(5) There is a lot of emphasis on height regulation, which is no great problem in a town of this size, whereas there is very little attention given to sight distance at intersections, buffers between conflicting uses or districts, or sign size. The whole matter of sign size and placement deserves thoughtful study. Large signs should be treated as business uses.

(6) There is a negative approach to the listing of uses in the Business and Industrial Districts. The modern approach is to employ a positive listing of permitted uses -- coupled with a grant of authority to the Board of Adjustment to decide what unlisted and conditional uses would be in harmony with the listed ones. It is difficult to think of all the undesirable uses; and even if this were possible, we must recognize that some operations which were formerly obnoxious are now alright.

(7) There is no provision for off-street parking requirements and off-street loading and unloading zones -- except in the Neighborhood Trading District. True, it would be inequitable to require downtown merchants to provide their own off-street parking lots, but, in all other areas (including residential) they should be standard requirements.

(8) There is no provision for group developments, i.e., developments comprising two or more buildings, such as groups of apartments, where the land is not subdivided into the customary streets and lots. This is not a completely new type of thing, but it has not been recognized in zoning ordinances and subdivision regulations until recently.

(9) The wording pertaining to home occupations, projections from the main building (as they affect front and side yards), rear lot depth and garage spacing, reversed corner and through lots, is peculiar and hard to understand. Trailers and certain other off-beat types of residential uses, e.g., rest homes, are not mentioned at all.

(10) The discussion of enforcement techniques is hard to follow since they are not set forth in logical sequence. A person should be able to tell how to obtain a building or occupancy permit, variance or amendment without confusion. Then too, insufficient guidelines for the issuance of variances are given to the Board of Adjustment.

The foregoing judgments are perhaps debateable. Most of them are alleged deficiencies in the text of the ordinance -- although Point #4 relates to the zoning map. The following facts and figures relate to the relationship between existing land use and zoning. All figures in this discussion exclude streets.

Within Kings Mountain, 27 acres are presently zoned for Neighborhood Trading use. Only 11 of these acres are actually used for business purposes and at least six of these acres are devoted to major highway-type businesses. Another 48 acres are zoned for "Business" use -- which turns out to be the Central and General Business use combined. About 23 of these 48 acres are actually devoted to non-residential uses; and as many as eight of these 23 acres are occupied by public and quasi-public installations. There is nothing wrong with having public and quasi-public facilities downtown -- or even in residential areas; nor is there anything wrong with having twice as much land zoned for business as is presently used. The hitch comes when it is realized that about three acres of businesses are located in residential districts. These include five combination service station-grocery stores, eight small grocery stores or soda pop stands, one laundromat, one motel, two auto repair garages and five miscellaneous storage buildings. Of course, some of these uses were undoubtedly constructed before the zoning ordinance went into effect.

Some 183 acres within Kings Mountain are zoned for industrial use. About 64 acres of the 183 are actually used by industry. This is alright because industry needs expansion room (if only for parking). However, there seem to be some industrial installations which are located in residential districts. These include a large new textile mill, an older and smaller one, plus an addition to another one. Surely, the zoning districts should be revised to reflect the more desirable of these land use changes. Perhaps more land needs to be zoned for industry -- though not too much because most new industry will go outside of town.

Future Land Use Projections

The projection of land use needs into the future is a risky, but inescapable, aspect of a study like the present one. The usual method is to find out how many acres are presently devoted to particular uses per 100 people within a given area. After comparing the factors which have been derived for the subject area with similar factors arrived at in other cities, it is possible to come up with a reasonable acres-per-100 factor which can be multiplied by the anticipated population increments to yield the likely number of acres which will be needed for different major land uses in the future. However, it is not quite that simple. Some adjustment must be made for changing trends in building size and shape (e.g., horizontal instead of vertical factories are now in vogue), greatly increased off-street parking requirements, the replacement of residential areas by business development and street alignments (forcing the residents to move), and so forth. There is also the matter of duplicability; i.e., some community facilities such as the hospital and library, to say nothing of such large land users as the senior high school and golf course, do not require duplication on an incremental basis like elementary schools and churches do. In other words, it would take a great deal of population growth before a second site was needed. In addition to the matter of residential demolition by commercial or highway invasion, there is the matter of dilapidated housing. Kings Mountain had 75 dilapidated dwellings in 1960. These eye-sores and health hazards should certainly be razed before 1970. If the families which now live in these shacks are all relocated on land which had not been residentially used before, about 25 acres would be needed over and above the demands created by the influx of new citizens.

Table 37 reflects all of these statistical operations and value judgments. It compares Kings Mountain with seven other Piedmont North Carolina cities of comparable size. It shows that Kings Mountain is below average in the amount of land it devotes to streets per 100 persons -- which is good. It is also below average in the

amount of land per 100 persons which is used for commercial purposes -- which is not so good. Kings Mountain is above average in the number of acres per 100 persons which it devotes to industrial, social and cultural and residential uses. This, too, is good. It will be noted that, in the second part of the table, the factors which are multiplied against the projected 1970 and 1980 population increments are all scaled downward -- except for the streets factor. It was raised a little since it is likely that many new streets will be needed to accommodate the growth which will come on the frontiers of the town.

Reference to the second part of the table will show that a total of only 112 acres will be needed by 1970 to accommodate the population growth which has been projected. An additional 148 acres will be needed by 1980 to accommodate the additional growth which is expected by then. Consequently, if compactly arranged, a total of 260 acres could handle all of Kings Mountain's future land use requirements. There is, of course, the possibility that the population increments will be much larger, but this will depend primarily on the city's willingness to annex contiguous areas. Then too, it can be assumed that development, especially of residential subdivisions and industrial plants, will continue in that portion of the fringe area which will not be annexed by 1980. If we allow for 240 acres of newly developed land in the unannexed area, the total acreage which is likely to undergo development by 1980 would amount to 500 acres. This would amount to just over 8 per cent of the 6,030 acres of undeveloped land remaining in the total Planning Area, but it should be the most suitable 8 per cent. One of the main purposes of the up-coming Land Development Plan will be to designate the most logical and desirable locations for different land use activities.

TABLE 37 ACRES PER 100 PERSONS - COMPARISON AND PROJECTION

	Streets	Industrial (incl. RR)	Commercial (incl. Service)	Social & Cultural	Residential
Kings Mountain (8,008)	3.55	2.12	0.55	2.01	10.20
Shelby (17,698)	3.71	0.77	0.76	1.76	7.46
Salisbury (21,297)	4.00	1.04	0.63	1.91	6.44
Mt. Airy (7,055)	2.93	1.77	0.86	1.12	7.61
Lexington (16,093)	2.75	0.89	0.76	1.08	7.22
Thomasville (15,190)	2.98	1.14	0.49	2.13	8.34
Albemarle (12,261)	5.51	1.58	0.84	1.46	9.47
Mt. Holly (4,037)	4.06	1.94	0.52	1.02	8.87
Average	(3.69)	(1.52)	(0.68)	(1.76)	(9.27)

	Acres in City	Acres per 100 Population Now	Adjusted Acres per 100 Factor	Additional by 1970 (613 Increment)	Acres Needed by 1980 (808 Increment)
Streets	284.09	3.55	4.00	25	33
Industrial	169.70	2.12	2.00		16
Commercial	43.46	0.55	0.50	3	4
Social and Cultural	160.97	2.01	1.75	11	14
Residential	802.06	10.02	10.00	61	81
Total	1,455.03	18.25	18.25	112 +	148 = 260 Ac.

Source: Department of Conservation and Development, Division of Community Planning, State of North Carolina.

LAND USE ANALYSIS

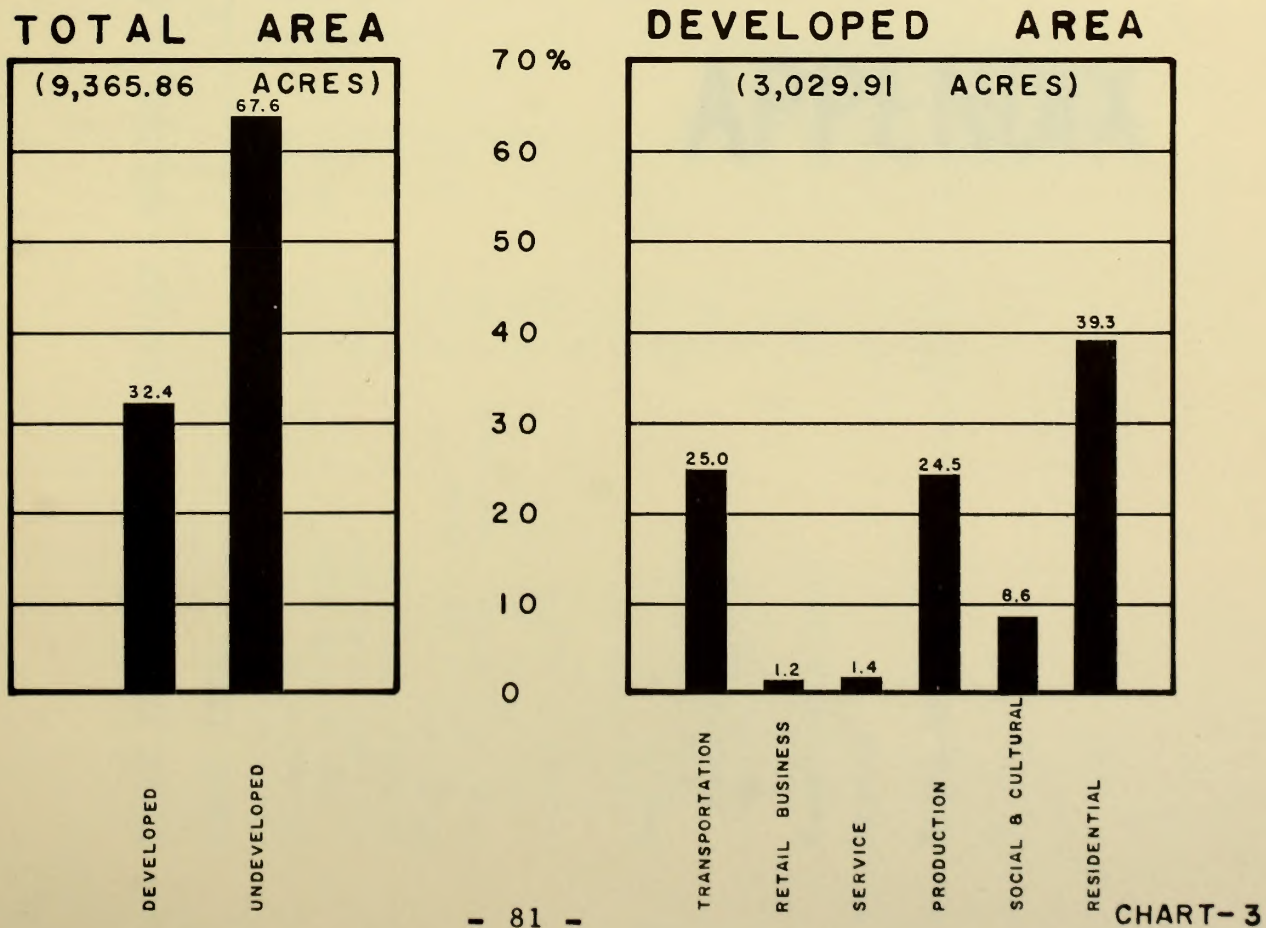
KINGS MOUNTAIN

NORTH CAROLINA

(TOTAL PLANNING AREA)

SUMMARY

USE	ACREAGE
TRANSPORTATION	758.92
RETAIL BUSINESS	36.30
SERVICE	40.77
PRODUCTION	742.99
SOCIAL & CULTURAL	261.18
RESIDENTIAL	1,189.75
VACANT	6,335.95
TOTAL	9,365.86



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APPENDIX

APPENDIX

TABLE 38 DETAILED LAND USE IN ACRES - KINGS MOUNTAIN

Study Area	1	2	3	4	5	6	7	Total City
Transportation	17.53	61.25	43.79	71.21	35.56	54.05	51.51	334.90
Production	0.70	20.50	39.26	14.84	22.73	12.89	3.97	114.89
Heavy Industry		19.47	33.57	13.00	14.47	0	3.97	84.48
Light Industry	0.70	1.03	5.69	1.84	8.26	12.89	0	30.41
Retail Business	6.02	5.22	2.02	1.95	3.16	0.95	2.13	21.45
Services	5.62	3.45	0	3.49	3.03	0.33	0.84	16.76
Consumer Services	3.97	2.86	0	1.32	1.78	0.33	0.66	10.92
Professional Services	1.03	0	0	2.02	0	0	0	3.05
Business Services	0.62	0.59	0	0.15	1.25	0	0.18	2.79
Social & Cultural	3.56	55.57	3.71	37.39	39.74	25.08	9.92	174.97
Public	2.20	49.40	0	30.74	36.91	21.52	8.93	149.70
Quasi-Public	1.36	6.17	3.71	6.65	2.83	3.56	0.99	25.27
Residential	13.96	168.30	87.90	175.34	90.43	137.12	132.01	805.06
Single-Family	12.71	160.70	85.91	167.59	81.91	135.17	129.14	773.13
Two-Family	1.25	4.77	1.29	4.66	8.52	1.95	2.35	24.79
Multi-Family	0	2.83	0.70	3.09	0	0	0.52	7.14
Total Developed	47.39	314.29	176.68	304.22	194.65	230.42	200.38	1,468.03
Vacant	3.59	108.00	223.42	134.77	51.29	122.63	69.55	713.36
Total Acres	50.98	422.40	400.10	438.99	245.94	353.05	269.93	2,181.39

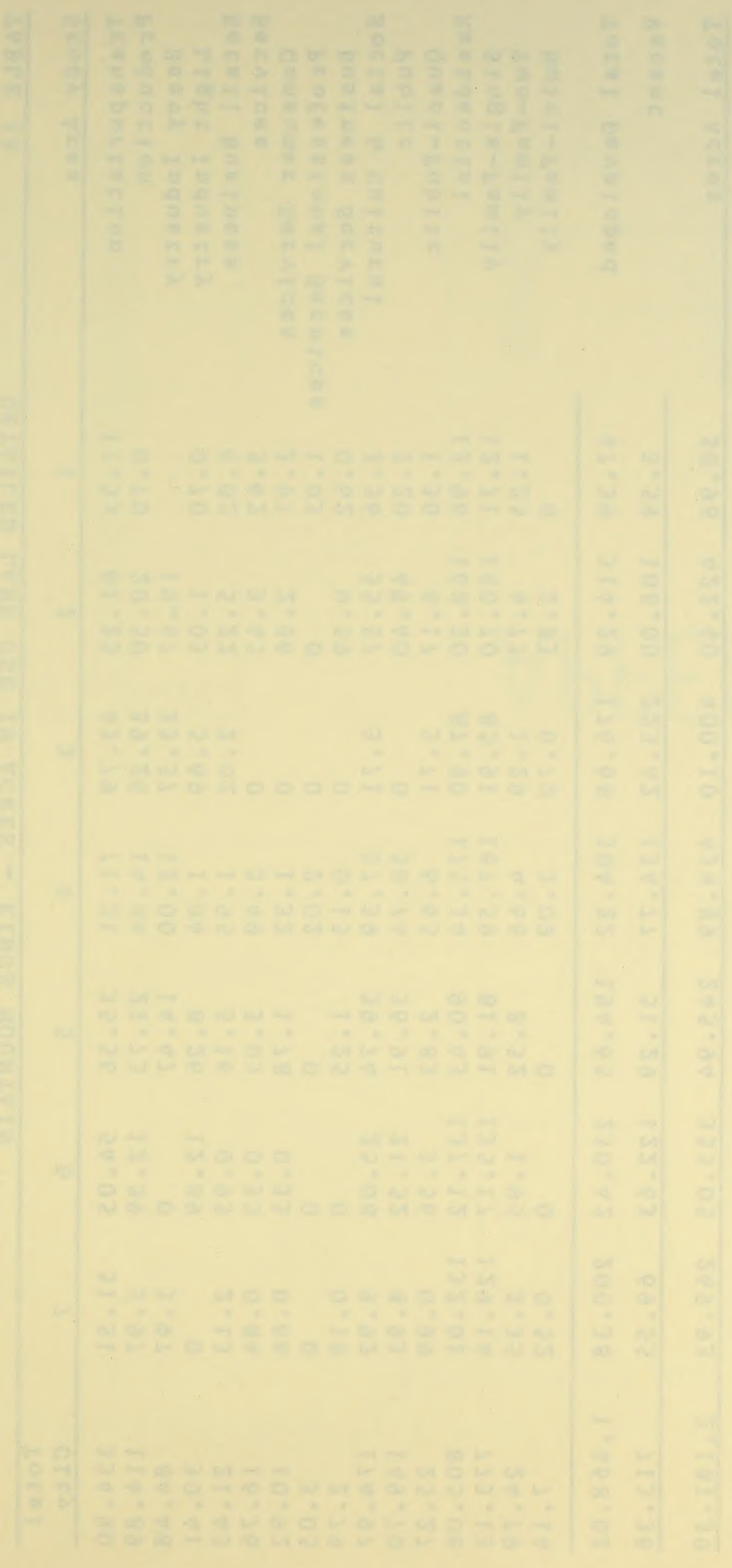

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TABLE 38 DETAILED LAND USE IN ACRES - KINGS MOUNTAIN

Study Area	Total City (Forward)	8	9	10	Total Fringe	Grand Total
Transportation	334.90	139.51	166.50	118.01	424.02	758.92
Production	114.89	5.73	520.02	102.35	628.10	742.99
Heavy Industry	84.48	4.70	513.56	100.00	618.26	702.74
Light Industry	30.41	1.03	6.46	2.35	9.84	40.25
Retail Business	21.45	3.53	5.99	5.33	14.85	36.30
Services	16.76	4.44	9.44	10.13	24.01	40.77
Consumer Services	10.92	3.67	0.59	4.11	8.37	19.29
Professional Services	3.05	0	0	0	0	3.05
Business Services	2.79	0.77	8.85	6.02	15.64	18.43
Social & Cultural	174.97	2.86	4.96	78.39	86.21	261.18
Public	149.70	2.86	3.53	74.39	80.78	230.48
Quasi-Public	25.27	0	1.43	4.00	5.43	30.70
Residential	805.06	61.97	111.11	211.61	384.69	1,189.75
Single-Family	773.13	57.67	108.83	207.61	374.11	1,147.24
Two-Family	24.79	0	1.25	4.00	5.25	30.04
Multi-Family	7.14	4.30	1.03	0	5.33	12.47
Total Developed	1,468.03	218.04	818.02	525.82	1,561.88	3,029.91
Vacant	713.36	2,249.78	1,005.88	2,060.50	5,316.16	6,335.95
Total Acres	2,181.39	2,467.82	1,823.90	2,586.32	6,878.04	9,365.86

TABLE 39 DETAILED KINGS MOUNTAIN LAND USE - PERCENTAGES

Transportation	37.0	19.5	24.8	23.4	18.3	23.5	25.7	22.8
Production	1.5	6.5	22.2	4.9	11.7	5.6	2.0	7.8
Heavy Industrial	--	6.2	19.0	4.3	7.4	--	2.0	5.8
Light Industrial	1.5	.3	3.2	.6	4.3	5.6	--	2.0
Retail Business	12.7	1.7	1.2	.6	1.6	.4	1.1	1.5
Services	11.9	1.1	--	1.2	1.7	.2	.4	1.2
Consumer	8.4	.9	--	.4	.9	.2	.3	.8
Professional	2.2	--	--	.7	--	--	--	.2
Business	1.3	.2	--	.1	.8	--	.1	.2
Social & Cultural	7.5	17.7	2.1	12.3	20.4	10.9	4.9	11.9
Public Uses	4.6	15.7	--	10.1	19.0	9.3	4.5	10.2
Quasi-Public	2.9	2.0	2.1	2.2	1.4	1.6	.4	1.7
Residential	29.4	53.5	49.7	57.6	46.5	59.4	65.9	54.8
Single-Family	26.8	51.1	48.6	55.1	42.1	58.6	64.4	52.7
Two-Family	2.6	1.5	.7	1.5	4.4	.8	1.2	1.7
Multi-Family	--	.9	.4	1.0	--	--	.3	.4
Developed Acres	93.0	74.4	44.2	69.3	79.1	65.3	74.2	67.3
Vacant	7.0	25.6	55.8	30.7	20.9	34.7	25.8	32.7
Total Acres	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

(Continued)

TABLE 39 DETAILED KINGS MOUNTAIN LAND USE - PERCENTAGES

	Total City (Forward)	8	9	10	Total Fringe	Grand Total
Transportation	22.8	64.0	20.4	22.4	27.2	25.1
Production	7.8	2.7	63.6	19.5	40.2	24.5
Heavy Industrial	5.8	2.2	62.8	19.0	39.6	23.2
Light Industrial	2.0	.5	.8	.5	.6	1.3
Retail Business	1.5	1.6	.6	1.0	1.0	1.2
Services	1.2	2.0	1.2	1.9	1.5	1.3
Consumer	.8	1.7	.1	.8	.5	.6
Professional	.2	--	--	--	--	.1
Business	.2	.3	1.1	1.1	1.0	.6
Social & Cultural	11.9	1.3	.6	14.9	5.5	8.6
Public Uses	10.2	1.3	.4	14.2	5.2	7.6
Quasi-Public	1.7	--	.2	.7	.3	1.0
Residential	54.8	28.4	13.6	40.3	24.6	39.3
Single-Family	52.7	26.4	13.3	39.5	24.0	37.9
Two-Family	1.7	--	.2	.8	.3	1.0
Multi-Family	.4	2.0	.1	--	.3	.4
Developed Acres	67.3	10.0	44.9	20.3	22.9	32.4
Vacant	32.7	90.0	55.1	79.7	77.1	67.6
Total Acres	100.0	100.0	100.0	100.0	100.0	100.0

TABLE 40 1940 POPULATION - KINGS MOUNTAIN CITY

Age	Total				White				Non-White			
	Male	Per Cent Dist.	Female	Per Cent Dist.	Male	Per Cent Dist.	Female	Per Cent Dist.	Male	Per Cent Dist.	Female	Per Cent Dist.
0-4	336	10.6	350	10.4	300	10.7	311	10.6	36	9.8	39	9.2
5-9	377	11.8	326	9.7	337	11.9	287	9.7	40	10.9	39	9.2
10-14	350	11.0	366	10.9	314	11.2	324	11.0	36	9.8	42	9.9
15-19	382	12.0	396	11.7	330	11.7	353	12.0	52	14.2	43	10.2
20-24	290	9.1	360	10.7	260	9.2	314	10.7	30	8.2	46	10.9
25-29	291	9.1	299	8.9	248	8.8	247	8.4	43	11.7	52	12.3
30-34	253	8.0	274	8.0	216	7.7	241	8.2	37	10.1	33	7.8
35-39	220	6.9	257	7.6	207	7.4	232	7.9	13	3.5	25	5.9
40-44	161	5.1	178	5.3	145	5.1	155	5.3	16	4.4	23	5.4
45-49	137	4.3	149	4.4	125	4.4	123	4.2	12	3.3	26	6.2
50-54	111	3.5	127	3.8	94	3.3	107	3.6	17	4.6	20	4.7
55-59	109	3.4	108	3.2	98	3.5	97	3.3	11	3.0	11	2.6
60-64	59	1.9	73	2.2	53	1.9	69	2.3	6	1.6	4	1.0
65-69	51	1.6	50	1.5	38	1.3	41	1.4	13	3.5	9	2.1
70-74	29	0.9	26	0.8	27	1.0	17	0.6	2	0.6	9	2.1
75-79 80-84 85+	26	0.8	26	0.8	23	0.9	24	0.8	3	0.8	2	0.5
Total	3,182		3,365		2,815		2,942		367		423	

Source: Computed by Division of Community Planning from U. S. Census data

TABLE 41 1950 POPULATION - KINGS MOUNTAIN CITY

Age	Total				White				Non-White			
	Male	Per Cent Dist.	Female	Per Cent Dist.	Male	Per Cent Dist.	Female	Per Cent Dist.	Male	Per Cent Dist.	Female	Per Cent Dist.
0-4	487	13.8	411	11.2	428	13.8	366	11.3	59	14.0	45	9.8
5-9	396	11.2	366	9.9	342	11.0	315	9.8	54	12.9	51	11.2
10-14	336	9.5	310	8.4	296	9.5	271	8.4	40	9.5	39	8.5
15-19	277	7.9	309	8.4	247	8.0	276	8.6	30	7.1	33	7.2
20-24	278	7.9	351	9.5	249	8.0	310	9.6	29	6.9	41	9.0
25-29	290	8.2	326	8.9	492	15.8	527	16.3	70	16.7	84	18.4
30-34	272	7.7	285	7.7								
35-39	271	7.7	282	7.7	440	14.2	476	14.8	60	14.3	61	13.3
40-44	229	6.5	255	6.9								
45-49	187	5.3	193	5.2	291	9.4	302	9.4	30	7.1	40	8.8
50-54	134	3.8	149	4.2								
55-59	120	3.4	123	3.3	183	5.9	211	6.5	32	7.6	37	8.1
60-64	95	2.7	125	3.4								
65-69	72	2.1	87	2.4	100	3.2	128	4.0	12	2.9	17	3.7
70-74	40	1.1	58	1.6								
75-59	42	1.2	50	1.4	38	1.2	41	1.3	4	1.0	9	2.0
80-84												
85+												
Total	3,526		3,680		3,106		3,223		420		457	

Source: Computed by Division of Community Planning from U. S. Census data

TABLE 42 1960 POPULATION - KINGS MOUNTAIN CITY

Age	Total				White				Non-White			
	Male	Per Cent Dist.	Female	Per Cent Dist.	Male	Per Cent Dist.	Female	Per Cent Dist.	Male	Per Cent Dist.	Female	Per Cent Dist.
0-4	444	11.5	465	11.2	352	10.6	369	10.4	92	17.3	96	15.7
5-9	465	12.1	421	10.1	396	11.9	334	9.4	69	13.0	87	14.2
10-14	471	12.2	431	10.4	400	12.0	376	10.6	71	13.4	55	9.0
15-19	319	8.3	334	8.0	280	8.4	285	8.1	39	7.3	49	8.0
20-24	232	6.0	260	6.2	204	6.1	224	6.3	28	5.3	36	5.9
25-29	227	5.9	273	6.6	210	6.3	237	6.7	17	3.2	36	5.9
30-34	285	7.4	314	7.6	252	7.6	265	7.5	33	6.2	49	8.0
35-39	284	7.4	306	7.4	257	7.7	263	7.4	27	5.1	43	7.0
40-44	222	5.7	228	5.5	189	5.7	200	5.6	33	6.2	28	4.6
45-49	237	6.1	267	6.4	201	6.1	229	6.5	36	6.8	38	6.2
50-54	204	5.3	225	5.4	176	5.3	209	5.9	28	5.3	16	2.6
55-59	157	4.1	173	4.2	145	4.4	157	4.4	12	2.3	16	2.6
60-64	95	2.5	124	3.0	82	2.5	103	2.9	13	2.4	21	3.4
65-69	80	2.1	115	2.8	64	1.9	101	2.9	16	3.0	14	2.3
70-74	64	1.6	117	2.8	56	1.7	99	2.8	8	1.5	18	3.0
75-79	68	1.8	101	2.4	59	1.8	91	2.6	9	1.7	10	1.6
80-84												
85+												
Total	3,854		4,154		3,323		3,542		531		612	

Source: Computed by Division of Community Planning from U. S. Census data

TABLE 43 KINGS MOUNTAIN CITY - 1970 POPULATION (PROJECTIONS)

Age	Total				White				Non-White			
	Male	Per Cent Dist.	Female	Per Cent Dist.	Male	Per Cent Dist.	Female	Per Cent Dist.	Male	Per Cent Dist.	Female	Per Cent Dist.
0-4	479	11.6	502	11.0	365	10.5	367	9.7	114	18.8	135	17.6
5-9	461	11.3	418	9.2	409	11.8	345	9.1	52	8.6	73	9.5
10-14	429	10.5	488	10.7	329	9.5	379	10.0	100	16.4	109	14.2
15-19	375	9.2	384	8.4	324	9.3	302	8.0	51	8.4	82	10.7
20-24	325	8.0	361	7.9	276	8.0	311	8.2	49	8.1	50	6.5
25-29	261	6.4	295	6.5	238	6.9	245	6.5	23	3.8	50	6.5
30-34	238	5.8	233	5.1	206	5.9	191	5.0	32	5.3	42	5.5
35-39	222	5.4	256	5.6	419	12.1	441	11.6	36	5.9	66	8.6
40-44	233	5.7	251	5.5								
45-49	248	6.1	290	6.4	382	11.0	426	11.2	64	10.5	65	8.5
50-54	198	4.9	201	4.4								
55-59	199	4.9	239	5.2	294	8.5	377	10.0	50	8.2	49	6.4
60-64	145	3.6	187	4.1								
65-69	105	2.6	162	3.6	149	4.3	246	6.5	20	3.3	32	4.2
70-74	64	1.6	116	2.5								
75-79	94	2.3	172	3.8	77	2.2	157	4.1	17	2.8	15	2.0
80-84												
85+												
Total	4,076		4,555		3,468		3,787		608		768	

Source: Computed by Division of Community Planning

TABLE 44 KINGS MOUNTAIN CITY - 1980 POPULATION (PROJECTIONS)

Age	Total				White				Non-White			
	Male	Per Cent Dist.	Female	Per Cent Dist.	Male	Per Cent Dist.	Female	Per Cent Dist.	Male	Per Cent Dist.	Female	Per Cent Dist.
0-4	546	12.4	572	11.4	400	11.0	403	10.0	146	18.6	169	16.7
5-9	544	12.3	492	9.8	420	11.6	354	8.8	124	15.8	138	13.6
10-14	463	10.5	527	10.5	341	9.4	377	9.4	122	15.6	150	14.8
15-19	372	8.4	381	7.6	335	9.2	312	7.8	37	4.7	69	6.8
20-24	296	6.7	409	8.1	227	6.3	313	7.8	69	8.8	96	9.5
25-29	307	7.0	339	6.7	275	7.6	260	6.5	32	4.1	79	7.8
30-34	333	7.6	324	6.4	279	7.7	265	6.6	54	6.9	59	5.8
35-39	255	5.8	277	5.5	403	11.1	383	9.5	47	6.0	80	7.9
40-44	195	4.4	186	3.7								
45-49	194	4.4	243	4.8	359	9.9	406	10.1	43	5.5	58	5.7
50-54	208	4.7	221	4.4								
55-59	208	4.7	260	5.2	298	8.2	367	9.1	51	6.5	60	5.9
60-64	141	3.2	167	3.3								
65-69	133	3.0	224	4.5	193	5.3	357	8.9	38	4.9	42	4.1
70-74	98	2.2	175	3.5								
75-79 80-84 85+	117	2.7	232	4.6	97	2.7	217	5.4	20	2.6	15	1.5
Total	4,410		5,029		3,267		4,014		783		1,015	

Source: Computed by Division of Community Planning

TABLE 45 CLEVELAND COUNTY RETAIL SALES - 1948-1963, WITH PROJECTIONS TO 1970 (In $000)

	1948	Per Cent Total Sales	1954	Per Cent Total Sales	1958	Per Cent Total Sales	1963	Per Cent Total Sales	1970 Estimate
Food Stores	$7,274	22.3	$9,849	23.7	$13,258	26.4	$15,613	24.7	$19,105
Eating & Drinking Places	1,063	3.3	86	2.4	1,660	3.3	2,023	3.2	2,501
General Merchandise	6,442	19.8	6,146	14.8	7,781	15.5	6,437	10.2	6,972
Apparel Group	1,383	4.2	1,687	4.0	2,549	5.1	4,615	7.2	6,627
Furniture & Appliances	1,863	5.7	2,074	5.0	2,725	5.4	3,925	6.2	5,046
Automotive Group	5,726	17.6	8,308	20.0	9,022	18.0	12,433	19.6	16,019
Gasoline Stations	1,909	5.9	3,388	8.1	3,508	7.0	5,682	9.0	6,734
Lumber & Building Materials	3,448	10.5	4,086	9.8	4,146	8.3	6,082	9.6	6,503
Drug Stores	710	2.2	1,119	2.7	1,480	2.9	2,203	3.5	3,536
All Other Retail Stores	2,761	8.5	3,971	9.5	4,042	8.1	4,324	6.8	5,115
Total	$32,579	100.0	$41,614	100.0	$50,171	100.0	$63,337	100.0	$78,158

		Per Cent Change		Per Cent Change		Per Cent Change		Per Cent Change	
Number of Establishments	529		520	- 1.7	585	+12.5	618	+5.6	
Sales ($000)	$32,579		$41,614	+27.7	$50,171	+20.6	$63,337	+26.2	$78,158
Payroll ($000)	$ 2,912		$ 3,695	+26.9	$ 4,759	+28.8	$ 6,140	+29.0	
Number of Employees	1,887		1,797	4.8	2,076	+15.5	2,119	+ 2.1	

Source: U. S. Census of Business
Projections computed by Division of Community Planning

TABLE 46 KINGS MOUNTAIN RETAIL SALES - 1948-1963, WITH PROJECTIONS TO 1970 (In $000)

	1948	Per Cent Total Sales	1954	Per Cent Total Sales	1958	Per Cent Total Sales	1963	Per Cent Total Sales	1970 Estimated
Food Stores	$1,894	33.3	$2,419	30.3	$2,468	32.1	$3,729	33.8	$5,127
Eating & Drinking Places	110	1.9	205	2.6	218	2.8	241	2.2	380
General Merchandise	834	14.7	626	7.8	849	11.1	303	2.8	918
Apparel Group	172	3.0	208	2.6	406	5.3	884	8.0	1,266
Furniture & Appliances	128	2.3	494	6.2	541	7.1	554	5.0	823
Automotive Group	719	12.7	2,066	25.8	1,255	16.3	2,321	21.0	2,959
Gasoline Stations	499	8.8	797	10.0	647	8.4	1,317	12.0	1,584
Lumber & Building Materials	889	15.6	291	3.6	169	2.2	529	4.8	870
Drug Stores	89	1.6	267	3.3	386	5.0	630	5.7	934
All Other Retail Stores	348	6.1	620	7.8	747	9.7	520	4.7	965
Total	$5,682	100.0	$7,993	100.0	$7,686	100.0	$11,028	100.0	$15,825

		Per Cent Change		Per Cent Change		Per Cent Change		Per Cent Change	
Number of Establishments	89		114	+28.1	80	-29.8	114	+42.5	
Sales ($000)	$5,682		$7,993	+40.7	$7,686	-3.8	$11,028	+43.5	$15,825
Payroll ($000)	$ 499		$ 600	+20.2	$ 726	+21.0	$ 1,012	+39.4	
Number of Employees	350		312	-10.9	381	+22.1	359	-8.2	

Source: U. S. Census of Business
Projections computed by Division of Community Planning

TABLE 47 SHELBY RETAIL SALES - 1948-1963, WITH PROJECTIONS TO 1970 (In $000)

	1948	Per Cent Total Sales	1954	Per Cent Total Sales	1958	Per Cent Total Sales	1963	Per Cent Total Sales	1970 Estimated
Food Stores	$3,503	17.5	$5,595	21.4	$5,930	21.6	$7,558	19.7	$11,536
Eating & Drinking Places	550	2.7	575	2.2	841	3.1	1,071	2.8	1,495
General Merchandise	3,410	17.0	2,968	11.3	3,264	11.9	3,845	10.1	5,364
Apparel Group	1,170	5.9	1,493	5.7	2,104	7.7	3,632	9.5	5,060
Furniture & Appliances	1,517	7.6	1,412	5.4	1,721	6.3	2,693	7.0	3,752
Automotive Group	4,084	20.4	6,096	23.2	7,210	26.2	9,773	25.5	12,627
Gasoline Stations	973	4.9	1,909	7.3	1,674	6.1	2,783	7.3	3,886
Lumber & Building Materials	2,121	10.6	2,432	9.3	1,824	6.6	2,962	7.7	4,126
Drug Stores	508	2.5	747	2.9	935	3.4	1,432	3.8	1,991
All Other Retail Stores	2,177	10.9	2,932	11.2	1,960	7.1	2,541	6.6	3,539
Total	$20,013	100.0	$26,159	100.0	$27,463	100.0	$38,290	100.0	$53,376

		Per Cent Change		Per Cent Change		Per Cent Change		Per Cent Change	
Number of Establishments	209		271	+29.7	219	-19.2	280	+27.9	
Sales ($000)	$20,013		$26,159	+30.7	$27,463	+ 5.0	$38,290	+39.4	$53,376
Payroll ($000)	$ 2,004		$ 2,570	+28.2	$ 3,047	+18.6	$ 4,195	+37.7	
Number of Employees	1,245		1,186	- 4.7	1,203	+ 1.4	1,367	+13.6	

Source: U. S. Census of Business
Projections computed by Division of Community Planning

TABLE 48 GASTONIA RETAIL SALES - 1948-1963, WITH PROJECTIONS TO 1970 (In $000)

	1948	Per Cent Total Sales	1954	Per Cent Total Sales	1958	Per Cent Total Sales	1963	Per Cent Total Sales	1970 Estimate
Food Stores	$7,771	19.5	$12,141	23.1	$12,250	22.3	$15,624	22.4	$20,465
Eating & Drinking Places	717	1.8	1,322	2.5	1,842	3.3	3,275	4.7	4,283
General Merchandise	5,266	13.2	4,689	8.9	5,892	10.7	11,187	15.1	13,648
Apparel Group	3,425	8.6	4,079	7.7	4,590	8.3	4,387	6.3	5,744
Furniture & Appliances	3,239	8.1	3,184	6.0	3,603	6.6	5,030	7.2	6,594
Automotive Group	8,683	21.8	10.956	20.8	11,893	21.6	15,372	22.0	20,128
Gasoline Stations	1,168	2.9	2,820	5.4	3,355	6.1	4,532	6.5	5,927
Lumber & Building Materials	3,314	8.3	2,186	4.2	2,192	4.0	3,595	5.2	4,712
Drug Stores	1,215	3.0	1,242	2.4	4,753	8.7	2,054	2.9	3,694
All Other Retail Stores	5,120	12.8	10.026	19.0	4,633	8.4	4,672	6.7	6,128
Total	$39,918	100.0	$52,645	100.0	$55,003	100.0	$69,728	100.0	$91,323

		Per Cent Change		Per Cent Change		Per Cent Change		Per Cent Change	
Number of Establishments	293		450	+53.6	424	- 5.8	475	+12.0	
Sales ($000)	$39,918		$52,645	+31.9	$55,003	+ 4.5	$69,728	+26.8	$91,323
Payroll ($000)	$ 4,707		$ 5,241	+11.3	$ 6,384	+21.8	$ 7,774	+21.8	
Number of Employees	2,641		2,251	-14.8	2,653	+17.9	2,538	- 4.3	

Source: U. S. Census of Business
Projections computed by Division of Community Planning

TABLE 49 GASTON COUNTY RETAIL SALES - 1948-1963, WITH PROJECTIONS TO 1970 (In $000)

	1948	Per Cent Total Sales	1954	Per Cent Total Sales	1958	Per Cent Total Sales	1963	Per Cent Total Sales	1970 Estimated
Food Stores	$17,700	26.8	$22,583	26.9	$28,370	29.3	$35,953	28.3	$44,482
Eating & Drinking Places	1,879	2.8	2,660	3.2	3,628	3.7	6,001	4.7	7,387
General Merchandise	7,126	10.8	6,924	8.2	8,772	9.0	14,624	11.3	16,762
Apparel Group	4,818	7.3	4,870	5.8	5,882	6.1	6,226	4.9	7,702
Furniture & Appliances	4,654	7.1	4,758	5.7	5,068	5.2	7,023	5.5	8,645
Automotive Group	12,449	18.9	16,503	19.7	16,879	17.4	24,833	19.6	30,808
Gasoline Stations	3,398	5.2	6,049	7.2	8,106	8.4	11,370	8.9	13,989
Lumber & Building Materials	5,758	8.7	4,604	5.5	5,091	5.3	6,805	5.4	8,488
Drug Stores	2,133	3.2	2,497	3.0	6,419	6.6	4,967	3.9	7,130
All Other Retail Stores	6,065	9.2	12,427	14.8	8,727	9.0	9,471	7.5	11,789
Total	$65,980	100.0	$83,875	100.0	$96,942	100.0	$127,273	100.0	$157,182

		Per Cent Change		Per Cent Change		Per Cent Change		Per Cent Change	
Number of Establishments	899		999	+11.1	1,052	+ 5.3	1,131	+ 7.5	
Sales ($000)	$65,980		$83,875	+27.1	$96,942	+15.6	$127,273	+31.3	$157,182
Payroll ($000)	$ 6,699		$ 7,710	+15.1	$ 9,787	+26.9	$12,654	+29.3	
Number of Employees	3,890		3,464	-10.9	4,157	+20.0	4,352	+ 4.7	

Source: U. S. Census of Business
Projections computed by Division of Community Planning

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